

Mr. [illegible]



Chicago
New York

Vol. 50 No. 6
March, 1913
Price 30c.



COMPOSING
MACHINE

5 POINT to 18 POINT

The Monotype

TYPE CASTER
ALL SIZES

5 POINT to 36 POINT

Quality and Service Command the Price

THE MONOTYPE Composing Machine and Type Caster (two machines in one) is not sold on price.

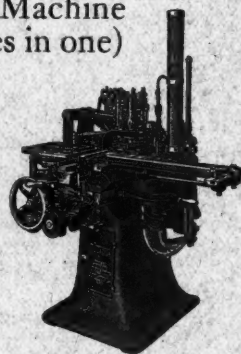
Discriminating printers purchase it for service and the quality of the composition and type produced.

Service in a composing machine means converting machine hours into profitable sold hours, besides an ample quantity of type for the cases.

The more kinds of work the machine, will handle the more hours you will have to sell.

The Monotype with its flexible matrix system, fits the work better than any other composing machine, and as a type caster it supplies every workman with necessary tools, because it casts foundry type and spacing material up to 36 point.

Incidentally, the service feature of the Monotype is the best composing room help to the salesman. It attracts work to the office and creates satisfied customers.



The machine that makes the composing room efficient

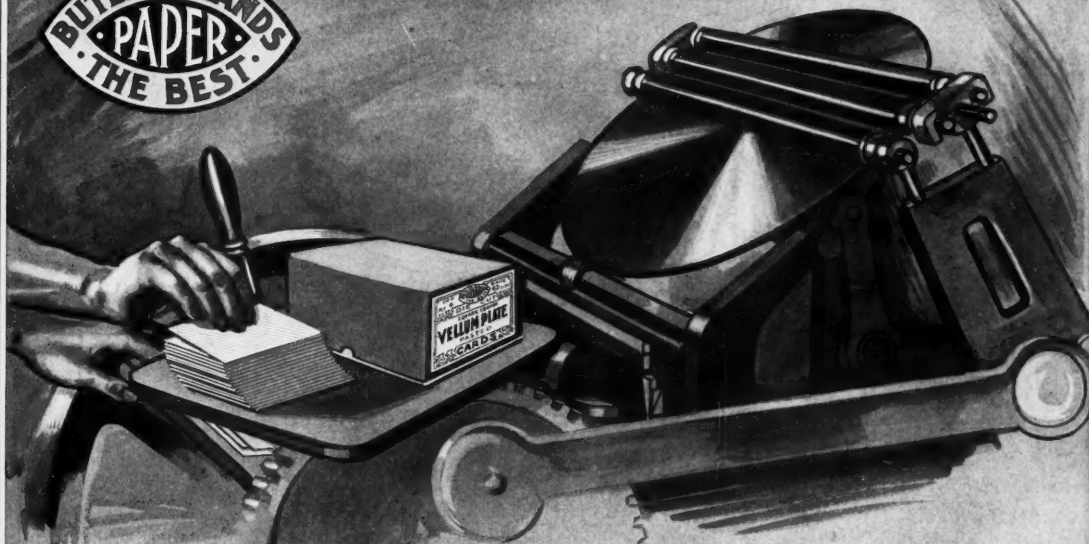
Lanston Monotype Machine Co.
Philadelphia

New York

Chicago

Boston

Miller & Richard, Canadian Representatives, Toronto & Winnipeg



Before Your Very Eyes

CARDS of dependable quality, perfectly cut and attractively packed in handsome, strong boxes, are certainly worth more than the ordinary kind. We have made a study of the cut card business from the printer's standpoint and have been able to present a strong line which has been recognized for its superiority from the very first.

¶ If you could see the loads and loads of Bristols in large sheets being cut every day into cards—square and round corner, all plies, colors and sizes—and witness the expert packers and labelers, busy as bees, all helping to meet the demand for

"Butler Brands" of Cut Cards

you would doubtless marvel at the size of our business on this class of goods alone. You would understand, too, why we can put so much value into our cards at prices usually charged for indifferent goods.

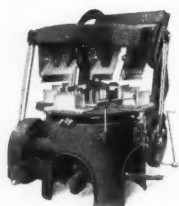
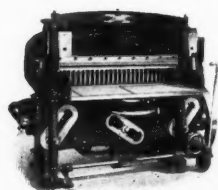
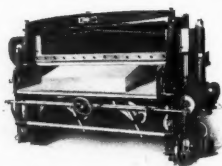
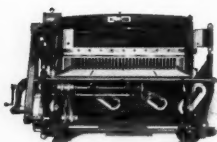
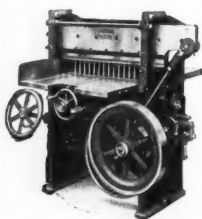
With a box of our cards before you to inspect you will say we have the Cut Card business down to a science.

Distributors of "BUTLER BRANDS"

Standard Paper Co.	Milwaukee, Wis.
Interstate Paper Co.	Kansas City, Mo.
Southwestern Paper Co.	Dallas, Tex.
Southwestern Paper Co.	Houston, Tex.
Pacific Coast Paper Co.	San Francisco, Cal.
Mississippi Valley Paper Co.	St. Louis, Mo.
Sierra Paper Co.	Los Angeles, Cal.
Oakland Paper Co.	Oakland, Cal.
Central Michigan Paper Co.	Grand Rapids, Mich.
Mutual Paper Co.	Seattle, Wash.
American Type Founders Co.	Spokane, Wash.
American Type Founders Co.	Vancouver, B. C.
National Paper & Type Co. (export only)	New York, N. Y.
National Paper & Type Co.	City of Mexico, Mex.
National Paper & Type Co.	City of Monterey, Mex.
National Paper & Type Co.	Havana, Cuba

¶ A handy pocket edition of samples containing all qualities, with full information, will be mailed on request. It will be helpful to you in soliciting orders. No prices are shown on the samples; they are quoted only in our general Net List which you shouldn't be without.

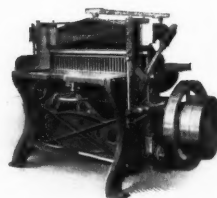
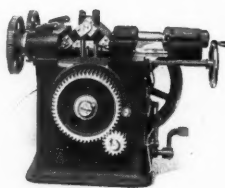
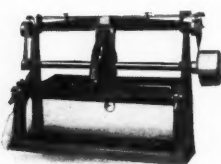
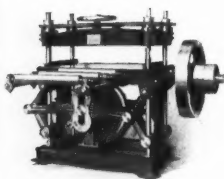
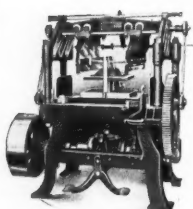
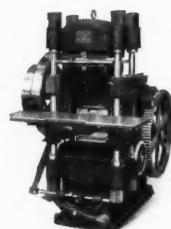
J. W. Butler Paper Co.
Chicago. ESTABLISHED
 1844



Some of Our Leaders

EACH machine illustrated here is a leader of its particular type. Neither time nor expense has been spared in perfecting The Seybold Full Line. A quarter of a century spent in investigating, designing and devising machinery to cover the needs of Printer, Bookbinder, Lithographer, Paper-Mill and allied industries, has produced a line of machinery that stands preeminently at the head.

These are only a few of the machines we manufacture. Full particulars and illustrations of our entire line may be had by addressing the home office and factory, or any of our branches or agencies.



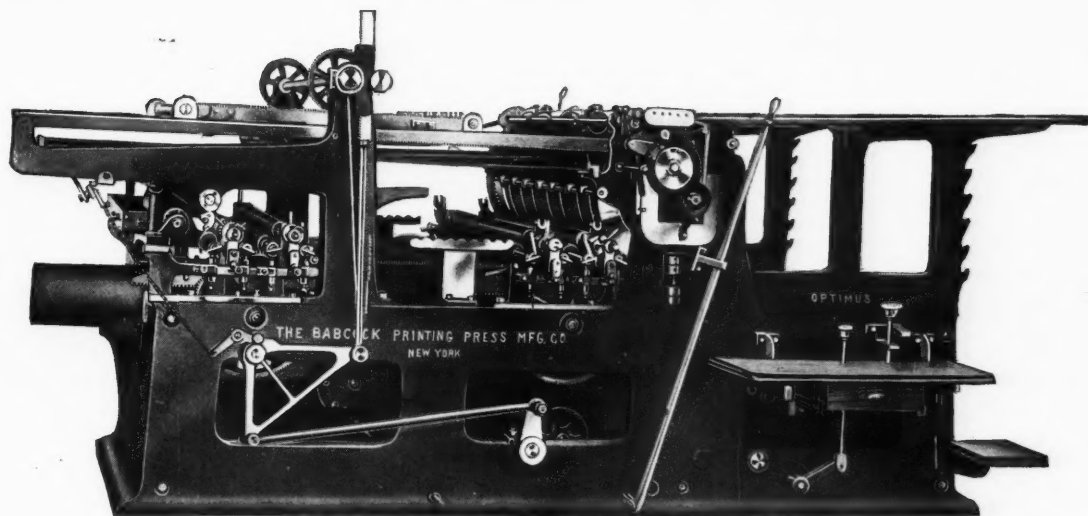
THE SEYBOLD MACHINE COMPANY

Makers of Highest-Grade Machinery for Bookbinders, Printers, Lithographers, Paper-Mills, Paper-Houses, Paper-Box Makers, etc.

Embracing — Cutting Machines, in a great variety of styles and sizes, Book Trimmers, Die-Cutting Presses, Rotary Board Cutters, Table Shears, Corner Cutters, Knife Grinders, Book Compressors, Book Smashers, Standing Presses, Backing Machines, Bench Stampers; a complete line of Embossing Machines equipped with and without mechanical Inking and Feeding devices.

Home Office and Factory, DAYTON, OHIO, U. S. A.

BRANCHES: NEW YORK, 70 Duane Street; CHICAGO, 112-114 W. Harrison St., New Rand-McNally Bldg.
AGENCIES: J. H. SCHROETER & BRO., Atlanta, Ga.; J. L. MORRISON CO., Toronto, Ont.; TORONTO TYPE FOUNDRY CO., LTD., Winnipeg, Man.;
KRYSTONE TYPE FOUNDRY OF CALIFORNIA, 638 Mission St., San Francisco, Cal.
THE BARNHART TYPE FOUNDRY CO., 1102 Commerce St., Dallas, Tex.



THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER.

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
 New York Office, 38 Park Row. John Haddon & Co., Agents, London. Miller & Richard, Canadian Agents, Toronto, Winnipeg

BARNHART BROTHERS & SPINDLER, WESTERN AGENTS, 168-172 W. MONROE ST., CHICAGO
 ST. LOUIS KANSAS CITY OMAHA ST. PAUL SEATTLE DALLAS WASHINGTON, D. C.
 National Paper & Type Company, 31 Burling Slip, New York, Exporters to South America, with branches in Mexico, Cuba, Peru, Argentina and Chile

The Babcock Optimus The Babcock Optimus

The Optimus does not gutter on heavy forms. It meets them without this or any symptom of weakness; it is the only one that does. Held by lugs cast on the side-frames, and bolted to them, the strongest impression girt in use supports six patented tracks. Construction details render girt and tracks supremely strong, and give a bed support without equal in rigidity. Pony sizes do not need as many tracks.

Beyond impression line more than two tracks are useless. Two of the six tracks under Optimus' impression are full length, with one short track under each bearer and two between the long tracks. We have proved decisively that for strength and endurance, for the easy maintenance of long continued high efficiency, this disposition of tracks is better than any other form.

The usual practice is four tracks each as long as the bed travel. The inside tracks wear most; there is no quick or reliable way to correct the resultant inequality. A true bearing for the bed across four tracks of uneven surfaces is impossible; impression becomes uneven, make-ready excessive, forms wear, and the press is no longer highly efficient.

Successful Optimus' strain resistance accompanies an equally enviable safeguard against wear. Each short track has three five-inch wheels, each wheel quickly

adjusted to produce absolute uniformity of impression throughout the life of the press. The two long tracks are more quickly and effectively corrected than if they were a part of a four-track device. Equality of bed bearing is readily maintained at any age or use, a feature unknown in any other press.

The wheel tracks have three times the wearing surface of a straight track of same length. Each equals four feet of straight track. In this form it is possible to concentrate this four-foot track, or an aggregate of sixteen feet of track, under the point of intense strain. Its advantages are increased surface, greater durability, added rigidity, easier drive. Each wheel has a bearing pivoted at one end, with a coil spring under the other. Adjustment of each is quickly made by loosening the clamps; the spring forces wheel above its correct position; the bed is moved over it, the depression compelling accurate contact with bed bottom; bolts are tightened, and the wheel held positively without variation or deflection. It is a superb point in press construction.

A new style slider that annuls friction holds the rollers in the long tracks. A spiral mechanism is easily adjusted to change point of reversal so that guttering of the tracks is impossible no matter how long the press has been used.

SET IN AUTHORS ROMAN



Read the Royal Address to Your Stenographer

CONVINCE YOURSELF OF ONE FACT:
that it pays the most exacting buyers of printing
plates to send their original color-plate engravings
to the Royal Plant. Therefore, it will pay you — at least
to try one set of Royal Duplicats.

Make up your mind that others would not constantly
rely on the Royal system of lead moulding and Royal
skill in finishing electrotypes if it were not worth while.
Demonstrations are always interesting—you will find the
proposed test extremely so.

Let your shipping clerk show his dexterity in packing up
a set of color plates. Make out the order while the idea
is warm—otherwise you will be liable to fall back on
habit and allow your electrotypes to be made on the “I
guess they are good enough basis.”

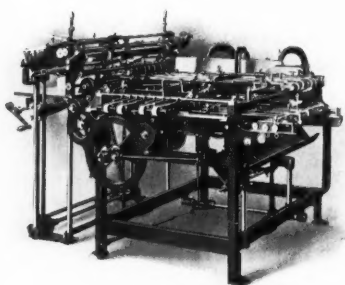
Royal quality pays—without a doubt. Here's the address:

ROYAL ELECTROTYPE COMPANY
616 SANSOM STREET PHILADELPHIA

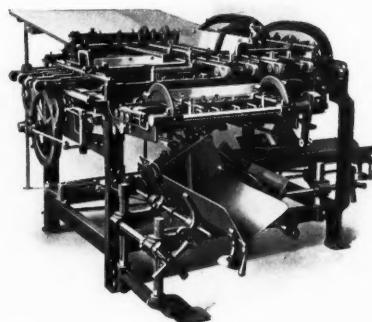
The AULT & WIBORG CO.

I N K S

(HIC ET UBIQUE)



187—8½ x 11" to 19 x 25"



189—12 x 16" to 25 x 38"

DEXTER JOBBING FOLDERS

DEXTER JOBBING FOLDERS will more completely fill the requirements of the average plant handling a large variety of Book, Pamphlet and Magazine work than any other machine. They are Jobbing Folders in the strictest sense of the word, designed especially for simplicity of operation and quick changes from one size sheet to another; the most approved labor saving devices, reducing cost of operation to the minimum.

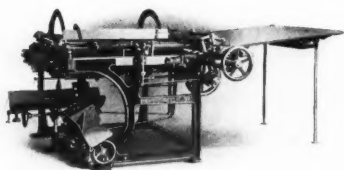
THESE FOLDERS are not an experiment; they are the latest creation of the largest manufacturers of folding machines in the world; they compile experience of over thirty years in building and designing satisfactory machines.

Back of these latest designs are thousands of machines in daily use. Great numbers of them will be found in the largest printing and publishing plants in the world.

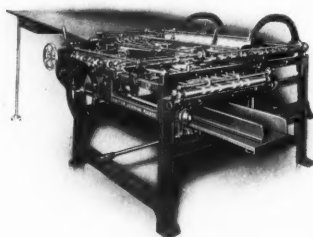
WHERE standards are the highest and the output in products are the largest—there the DEXTER machines are sure to be found.

They are built in the following sizes:

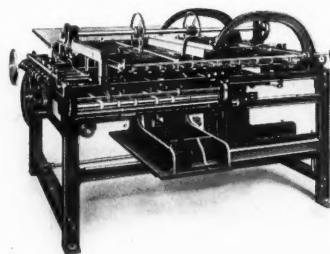
Cat. No.	Sheet size	Cat. No.	Sheet size
187	8½ x 11 to 19 x 25	190	12 x 16 to 33 x 46
189	12 x 16 to 25 x 38	191	14 x 19 to 39 x 52
No. 192—24 x 36 to 42 x 60			



190—12 x 16" to 33 x 46"



191—14 x 19" to 38 x 52"



192—24 x 36" to 42 x 60"

DEXTER FOLDER COMPANY

FOLDERS, PILE FEEDERS, CUTTERS, BUNDLING PRESSES, CROSS CONTINUOUS FEEDERS

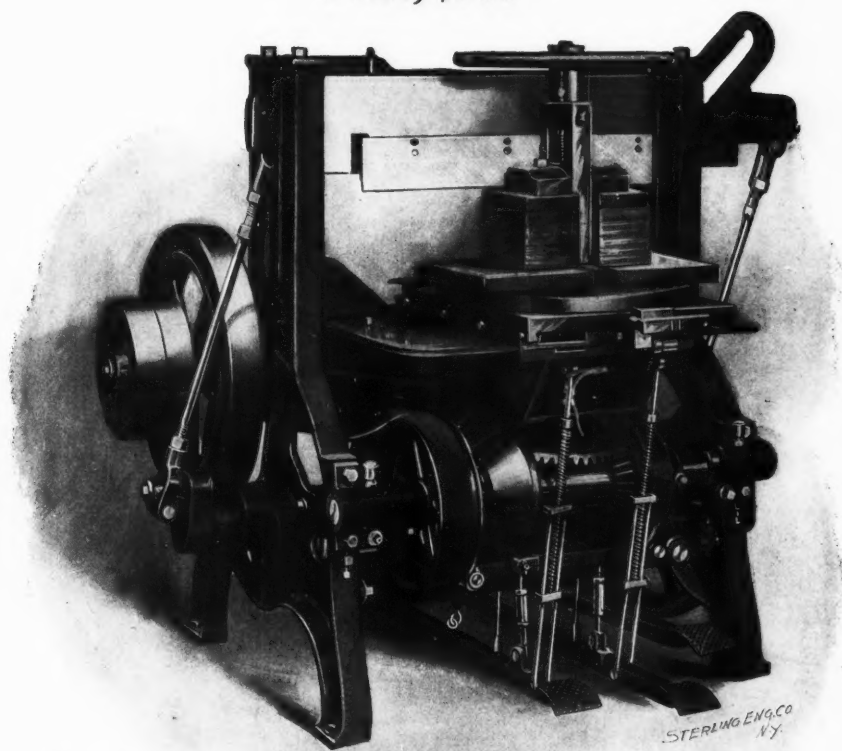
200 Fifth Ave., NEW YORK 431 South Dearborn St., CHICAGO Fifth and Chestnut Sts., PHILADELPHIA 185 Summer St., BOSTON
 Dodson Printers' Supply Co., ATLANTA, GA. N. W. Brintnall, 568 Howard Street, SAN FRANCISCO
 T. W. & C. B. Sheridan, LONDON, ENGLAND The J. L. Morrison Co., TORONTO, CANADA E. G. Myers, DALLAS, TEXAS

INCREASE YOUR OUTPUT
IMPROVE THE QUALITY *and* REDUCE YOUR COST

BY USING

The Sheridan Automatic Book Trimmer

Price, \$700



5,000 one-inch thick books is the actual daily output of a well known bookbinder on a Sheridan Automatic Book Trimmer. It is particularly adapted for and will trim cloth-bound work more accurately than any other trimmer on the market.

Send for Catalogue

T. W. & C. B. SHERIDAN CO.

Established 1835

OFFICES AND SALESROOMS

56 and 58 Duane Street, NEW YORK

17 S. Franklin Street, CHICAGO

63-69 Mount Pleasant, LONDON, E. C., ENGLAND

ESTABLISHED 1860

FACTORIES AND BRANCHES

CINCINNATI	
CHICAGO	BOSTON
PHILADELPHIA	KANSAS CITY
MINNEAPOLIS	ROCHESTER
DETROIT	DALLAS

The Queen City Printing Ink Co.

Cincinnati, Ohio, Feb. 25, 1913.

Wide-Awake Printers,

Everywhere,

U. S. A.

Gentlemen:



Quite a saving can be made in the shipping of small quantities of printing ink if sent by Parcel Post, instead of by express.

As the rate is governed by the length of the haul, we call special attention to the convenient location of our different branches.

In ordering, please state whether shipment is to be made via freight, express, or PARCEL POST.

Yours truly,

THE QUEEN CITY PRINTING INK CO.

Hamilton Steel Furniture

CONTINUOUS utility is a feature of Hamilton Steel Cabinets. Realizing the great number of years service our Steel Cabinets are destined to perform and desiring to make them permanently efficient during that period, we have constructed them so the tops may be changed at any time to meet new conditions. Every printer who has watched the development of Composing Room Furniture knows that most changes in the past have been in the cabinet top. For this reason we make our cabinet



tops removable as shown in the illustration, thus making it possible to change to any style made necessary by changed conditions in the Composing Room at some future date.

This is only one of the many features of Hamilton Cabinets that have been worked out with great care to protect the interests of our customers. Ask your dealer to show you the **HAMILTON STEEL CABINET**. You can tell it by the trade mark on every piece. When you buy, insist on furniture with our trade mark. Its your guarantee of satisfaction backed up by our unqualified guarantee of materials, workmanship, etc., etc.



THE HAMILTON MANUFACTURING CO.

Main Office and Factories, TWO RIVERS, WIS.

Eastern Office and Warehouse, RAHWAY, N. J.

HAMILTON GOODS CARRIED IN STOCK BY ALL TYPE FOUNDRIES AND DEALERS

A VALUABLE LINE GUAGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

Hamilton's

MODERNIZED
COMPOSING-ROOM
FURNITURE

NOW AVAILABLE IN WOOD OR STEEL

Reduce the occupied floor space in your composing room from 25 to 50%.

Decrease the labor expense from 10 to 25%.

Decrease the wear and tear on material from 10 to 25%.

Increase the volume of product fully 25%.

That is an attractive proposition on its face, bordering apparently on the impossible, but hundreds of printers are now testifying that these results have been accomplished in their composing rooms after installing modernized furniture made in the Hamilton factories.

These progressive printing concerns will dictate the cost of printing. They are pioneers and progressives. They are solving the problem of cost finding and cost reduction by getting at the root of things.

The Cost of Printing Lies Largely in the Composing Room

Here is food for reflection. Let the efficiency engineer demonstrate what can be done. It is a simple proposition. A floor plan showing location of each piece of furniture; a set of drawings showing new equipment; an estimate of the cost. The signature of the printer on the order sheet is all that is required. The saving in cost production will pay for the new outfit in one year. Every printer should ask himself this question: "Shall I wake up now or wait until my competitor sounds the alarm with lower prices?"

THE RUMFORD PRESS CONCORD, N. H.

HAMILTON MFG. CO.
TWO RIVERS, WIS.

GENTLEMEN:

The installation of the new furniture in our composing room has been very satisfactory. The result has been a great saving in floor space and a proportionate saving in the time of our workmen in handling the work. We have practically doubled our output of work and this would have been impossible to have handled only for the readjustment thru your suggestions. Had we attempted to continue with our old material, we should have had to either refuse the work we have handled this winter or doubled our rental expenses by taking extra floor space. All the furniture we have found to have been everything that it was recommended in material and workmanship and we are very well satisfied with the investment.

Very truly yours,
J. V. BRIDGE, Manager.



Patented Oct. 8, 1912

Showing Full View Hamilton's
All-Steel Cutting Stick.

SPECIAL ADVANTAGES—No possible breakage of body piece. No accurate fit required. No turned steel on end. No removal of body piece when changing strip.

Hamilton's Improved All-Steel Patent Cutting Stick

Hamilton's Patent Cutting Stick has saved thousands of printers from 50 to 75% in their cutting stick bills.

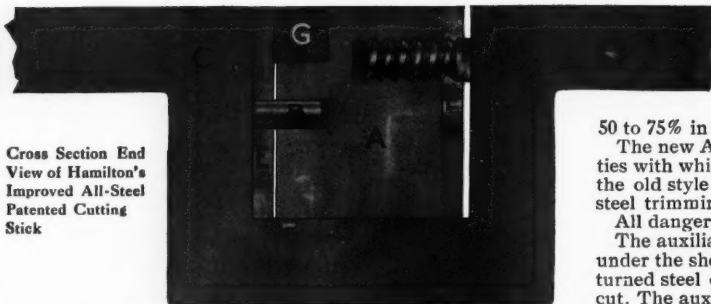
The new All-Steel Stick overcomes all the difficulties with which printers have contended in the use of the old style patent stick, partly made of wood with steel trimmings.

All danger of breakage is overcome.

The auxiliary cutting strip is firmly held in place under the shear of the knife without resorting to the turned steel on the end, thus providing a full length cut. The auxiliary cutting strip can be removed from the main body piece, and renewed or reversed without taking the body piece from the machine bed.

The main body piece is locked in the depression in the machine bed and the auxiliary cutting strip is secured in the body piece at one operation, by means of the screw bolts shown in the operation.

The Improved All-Steel Patent Cutting Stick can be supplied in any size desired to fit any paper cutter.



Cross Section End
View of Hamilton's
Improved All-Steel
Patented Cutting
Stick

- C—Bed of Paper Cutting Machine.
- G—Auxiliary cutting strip of wood.
- B—Clamping blade which secures the wood cutting strip G.
- D—Screw bolts which bind the main body piece A in the cutting machine recess, and also bind the auxiliary cutting strip G in the main body piece A at one operation.
- F—Recess in main body piece A to allow the wrench to engage binding screw bolts D in renewing auxiliary cutting strip G without taking the main body piece A from the recess in machine bed C.
- A—Main body piece of steel.

Ask for a copy of "COMPOSING-ROOM ECONOMY," showing floor plans of thirty-two modernized composing-rooms in some of the leading printing-plants in the United States.

THE HAMILTON MANUFACTURING CO.

Main Office and Factories, TWO RIVERS, WIS.

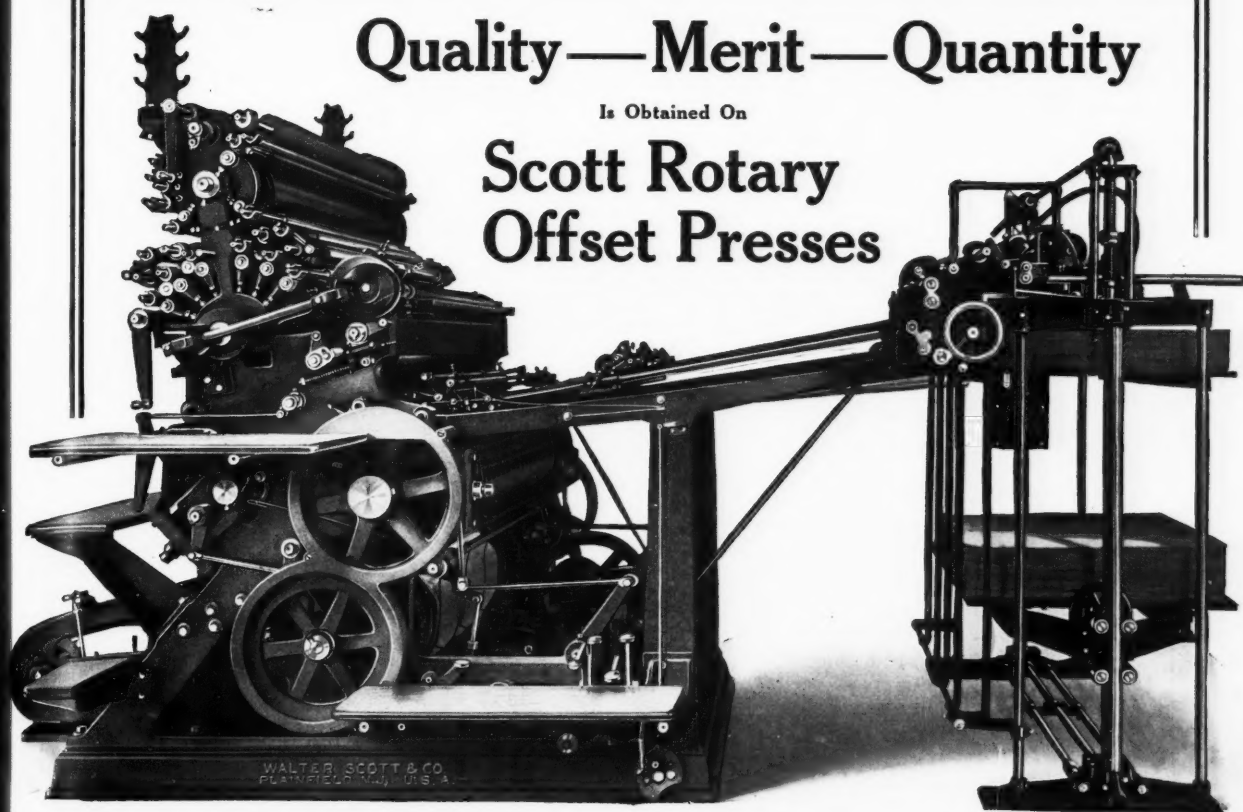
Eastern Office and Warehouse, RAHWAY, N. J.

HAMILTON GOODS CARRIED IN STOCK BY ALL TYPE FOUNDRIES AND DEALERS

Quality—Merit—Quantity

Is Obtained On

Scott Rotary Offset Presses



Quality

is the first consideration in designing and building high-grade machinery. It has always been the policy of the SCOTT Company to maintain and constantly improve the quality of its product, placing the price at the lowest possible point consistent with that quality. This policy of obtaining quality, which includes stability and practicability, as well as appearance, is doubly applicable to our line of Rotary Offset Presses.

On Merit Alone

do we offer our offset printing machines to the lithographic trade, and on merit alone will we sell them, **and not principally on large trading allowances.**

Quantity

By comparing the output of different offset printing machines it was found that our six-roller presses, which print, perfectly, sheets up to 40x60 inches, at a speed up to 2,800 per hour, were more profitable to operate than smaller machines, and as a result all the orders placed since December have been for 40 x 60, and for even larger presses, to print sheets up to 45 x 65 inches.

There Are Many Features

on our Offset Presses which appeal to the practical man, and we want an opportunity to show just what we have and what it costs.

Send for sizes and prices to nearest office

WALTER SCOTT & CO.

New York Office,
1 Madison Avenue

DAVID J. SCOTT, General Manager

Chicago Office,
Monadnock Block

Main Office and Factory: PLAINFIELD, NEW JERSEY, U. S. A.

CABLE ADDRESS: WALTSCOTT, NEW YORK. CODES USED: ABC (5th EDITION) AND OUR OWN

Our New Factory



Not the largest, but the cleanest,
most complete and best equipped
machine-shop in the U. S.
Electrical throughout.

Brown Folding Machine Co.

Erie, Pa.

Chicago
343 South Dearborn Street

Atlanta, Ga.
J. H. Schroeter & Bro.

New York City
38 Park Row

Dallas, Texas
1102 Commerce Street

A Bond of Mutual Interest

There should be a bond of mutual interest between the new printer and the manufacturer of branded paper. For the printer whose customers force him to juggle with price, and who has not yet seen the wisdom of abandoning such customers, there may be some excuse for "making up" on stock and ink, and in any way that will give him a chance to get out on a price that has been "squeezed" too low.

The new printer should welcome a standard paper like

Old Hampshire Bond

a paper his customers know, for his opportunity of building a profitable business does not lie in his ability to fool his customer on stock, but to offer real printing service.

With service the printing business is one of the foremost industries of this country; without it the business is one no ambitious or capable man should enter or remain in. Write us. We would like to talk it over. Perhaps we can help each other.

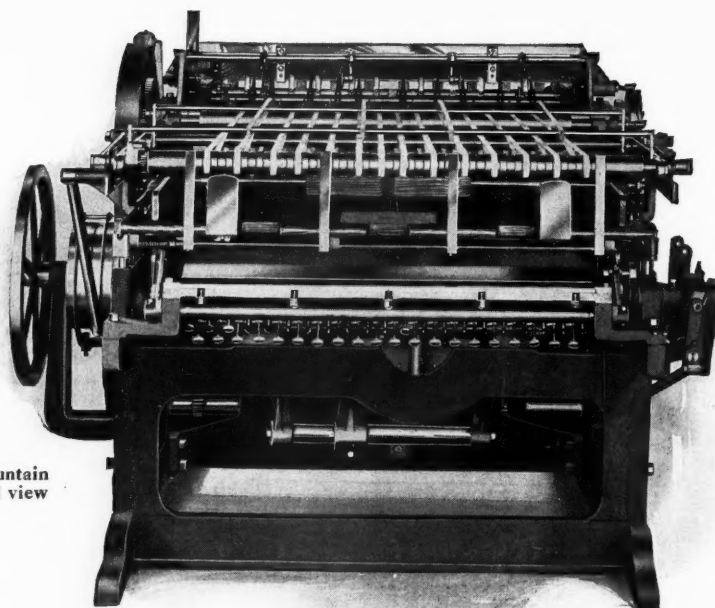
Hampshire Paper Company

We are the only Papermakers in the world
making Bond Paper Exclusively

South Hadley Falls, Massachusetts



Fountain
end view



Stonemetz

Two - Revolution

ANYBODY can see at a glance the "class" of the STONEMETZ TWO-REVOLUTION CYLINDER PRESS. No Two-Revolution—at any price—is built better, contains better materials or possesses a greater number of modern improvements. No Two-Revolution has a better bed movement, a more rigid impression, a more perfect register, a better (two form rollers) ink distribution or a better (printed-side-up or printed-side-down) sheet delivery. No Two-Revolution has a *greater percentage of enthusiastic boosters among its owners*. The wonderful success of the STONEMETZ is not accidental. For two generations the name of its makers has stood in the very first row among the prominent manufacturers of printing machinery. All the good resulting from more than a quarter of a century's manufacturing experience enters into the construction of the Stonemetz.

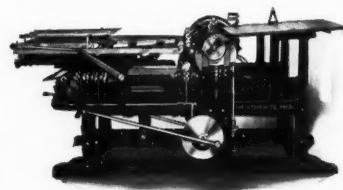
The reasonable price of the Stonemetz appeals instantly to wise buyers—the extraordinary value is apparent to all. Write to-day—*right now*—for descriptive catalogue, beautiful samples of work done on the press, facsimile letters from users, and other interesting literature.

*In Stock and for Sale by Type Foundries and
Dealers in All Principal Cities*



**The Challenge Machinery
Company**

GRAND HAVEN, MICHIGAN
Chicago Salesroom, 124 South Fifth Avenue.



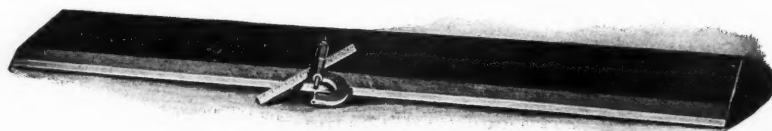
Feeder side view

SITE OF OUR NEW HOME AS IT APPEARS FEB. 10, 1913

THE FRANKLIN COMPANY
DESIGNERS · ENGRAVERS · ELECTROTYPERS
BOOKLET AND CATALOG PRINTERS
530 · S · DEARBORN ST · CHICAGO

TRADE MARK "Micro-Ground." COES TRADE MARK "Micro-Ground." COES TRADE MARK "Micro-Ground." COES TRADE MARK "Micro-Ground." COES

ESTABLISHED 1830



"COES"



TRADE-MARK REG. U. S. PAT. OFFICE.

Paper Knives

are just enough better to warrant inquiry if you do not already know about them.

"New Process" quality. New package.

"COES" warrant (that's different) better service and

No Price Advance!

In other words, our customers get the benefit of all improvements at no cost to them.

LORING COES & CO., Inc.

DEPARTMENT COES WRENCH CO.

WORCESTER, MASSACHUSETTS.

New York Office — W. E. ROBBINS, 29 Murray St.

Phone, 6866 Barclay

TORONTO TYPE FOUNDRY COMPANY, Toronto, Montreal, Winnipeg, Calgary and Regina
Sole Agents for Canada

COES RECORDS

First to use Micrometer in Knife work	1890
First to absolutely refuse to join the Trust	1893
First to use special steels for paper work	1894
First to use a special package	1901
First to print and sell by a "printed in figures" Price-list	1904
First to make first-class Knives, any kind	since 1830

COES is Always Best!

TRADE MARK "Micro-Ground." COES TRADE MARK "Micro-Ground." COES TRADE MARK "Micro-Ground." COES TRADE MARK "Micro-Ground." COES



Every advertisement we spread before the American Business Man *advocates good printing*. We are not creating business for ourselves alone. We are creating work, and a better grade of work, *for you printers*. Whatever response there is to our advertising comes to the printer *first*. Therefore we feel justified in asking American printers to meet us half way and specify OLD COUNCIL TREE BOND.

We are making OLD COUNCIL TREE BOND popular. We are making it easy for you to sell it. And it's a bond that really sells on sight. You never hear a business man criticise it, and the reason is that it has the crisp, crackly, strong, dignified appearance that smart business men are looking for. And it's even better than it looks. You will never have a "come-back" on it, but you will have many a "repeat order". And that's what you want.

The enterprising, up-to-the-hour printer will take advantage of our advertising efforts. By offering OLD COUNCIL TREE BOND to his trade he is utilizing every dollar we spend. He is saving himself the expense of salesmen—he is saving himself much time and much effort. If you think this is hot-air, try it yourself and see. You will be pleased to find that you can sell OLD COUNCIL TREE BOND where you can't sell anything else.

LIST OF AGENTS CARRYING OLD COUNCIL TREE BOND

BALTIMORE, B. F. Bond Paper Co.
BUFFALO, The Ailing & Cory Company
BRANTFORD, CANADA, Barber-Ellis, Ltd.
CINCINNATI, Chattfield & Woods Co.
CLEVELAND, Union Paper & Twine Co.
CHICAGO, Chicago Paper Co.
DETROIT, Chode-Stevens Paper Co.
DENVER, Graham Paper Co.
DALLAS, TEXAS, West-Cullum Paper Co.
HARRISBURG, Johnston Paper Co.
HAVANA, CUBA, National Paper & Type Co.
INDIANAPOLIS, Indiana Paper Co.
KANSAS CITY, Graham Paper Co.

ITHACA, N. Y., T. G. Miller & Sons Paper Co.
LOS ANGELES, Blake, Moffitt & Towne.
LANSING, MICH., Dudley Paper Co.
MEXICO CITY, MEX., National Paper & Type Co.
MINNEAPOLIS, Minneapolis Paper Co.
MILWAUKEE, Standard Paper Co.
MILWAUKEE, E. A. Bower Co.
NASHVILLE, Graham Paper Co.
NEW ORLEANS, LA., Graham Paper Co.
NEW YORK CITY, J. E. Linde Paper Co.
NEW YORK CITY, George W. Miller & Co.
NEW YORK CITY (HARLEM), J. E. Linde Paper Co.
NEWARK, N. J., J. E. Linde Paper Co.
NORFOLK, VA., Old Dominion Paper Co.

OMAHA, Carpenter Paper Co.
PORTLAND, OREGON, Blake, McFall Co.
PHILADELPHIA, Irwin N. Mezargee & Co., Inc.
PITTSBURG, Chattfield & Woods Co.
ROCHESTER, The Ailing & Cory Company
SEATTLE, American Paper Co.
SPRINGFIELD, MO., Springfield Paper Supply Co.
SPOKANE, Spokane Paper & Stat. Co.
ST. LOUIS, Graham Paper Co.
ST. PAUL, Wright, Barrett & Stillwell Co.
TACOMA, Tacoma Paper & Stat. Co.
TOLEDO, Blade Printing & Paper Co.
TORONTO, CANADA, Barber-Ellis, Ltd.
WINNIPEG, CANADA, Barber-Ellis, Ltd.
WASHINGTON, D. C., B. F. Bond Paper Co.



NEENAH PAPER COMPANY

MANUFACTURERS OF LOFT-DRIED WRITING PAPERS.

NEENAH. WIS.

The Profit-Producing Type Faces

YOU buy type faces for profit, and, of course, type faces vary in profit-producing qualities. The popularity of type faces is based upon their profit-producing qualities. Profit-producing qualities have made the great Type Families of the American Type Founders Company famous. All the better magazine and newspaper advertising, all the better sales catalogues, all the works of printers pre-eminent in quality are set in American Type Faces, because they attract more orders to the printers and attract more business to the printers' customers.

The printers who buy American Type Faces range themselves with the successful printers, who have realized success by satisfying the successful advertisers and the successful users of printed salesmanship everywhere.

Cheltenham, Bodoni, Clearface, Century, Litho, Bookman, Della Robbia and other American Type Faces have made printed salesmanship profitable and popular. These names are as household words to all who have successfully used printing to sell merchandise.

The type faces which have created the greatest profit for the printers' customers are the type faces which will create the most profit for the printer. These are the American Type Faces. Buy them and thrive by them.

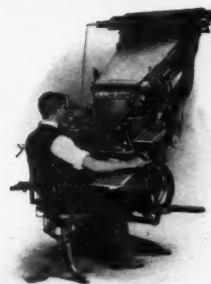
AMERICAN TYPE FOUNDERS CO.

Originator of Popular Type Families

Repeat Orders

FOR

MULTIPLE MAGAZINE LINOTYPES



Quick Change Model 8
Three Magazine Linotype



Quick Change Model 9
Four Magazine Linotype

The table on the following pages furnishes convincing evidence that—except for special classes of work—single magazine Linotypes are rapidly being relegated to an obsolete past and that

The Multiple Linotype Way Is the Modern Way

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO:
1100 S. Wabash Ave.

SAN FRANCISCO:
638-646 Sacramento St.

NEW ORLEANS:
549 Baronne St.

TORONTO: Canadian Linotype Limited, 35 Lombard St.

BUENOS AIRES: Hoffmann & Stocker
RIO JANEIRO: Emile Lambert
PORTO ALEGRE (Brazil): Edwards, Cooper & Co.
HAVANA: Francisco Arredondo
SANTIAGO (Chile): Enrique Davis

RUSSIA }
SWEDEN } Mergenthaler
NORWAY } Setzmaschinen-Fabrik, G.m.b.H.,
HOLLAND } Berlin, Germany
DENMARK }

BOGOTA (Colombia): Manuel M. Escobar
TOKIO: Teijiro Kurosawa
MELBOURNE, SYDNEY, }
WELLINGTON, } Parsons Trading Co.
MEXICO CITY: }

SOUTHERN EUROPE, AFRICA, and the FAR EAST: Linotype and Machinery Limited, London, England

Write to Nearest Agency for Illustrated Catalogue, Prices, and Terms

Repeat Orders For Multiple Magazine Linotypes

THE following firms, after purchasing and using three- or four-magazine Linotypes, have indorsed the Multiple Linotype Idea by ordering more of them:

	FIRST ORDER	REPEAT ORDERS
Albany, N. Y., Press	1 Model 9	1 Model 8
Baltimore Record	1 Model 8	1 Model 8
Boston Globe	{ 6 Model 8	1 Model 8
Brooklyn Eagle	{ 2 Model 9	{ 2 Model 8
Chicago Press	1 Model 9	{ 1 Model 9
Cincinnati Times-Star	1 Model 8	1 Model 8
Cleveland, Thomas Brothers	1 Model 9	{ 1 Model 9
Dallas, Texas, Louis F. Shanks	1 Model 8	{ 1 Model 8
Dayton, Ohio, National Cash Register Co.	1 Model 9	{ 1 Model 9
Detroit, Conway Brief Co.	2 Model 8	3 Model 8
Fort Wayne, Ind., Journal-Gazette	1 Model 9	1 Model 8
Great Falls, Mont., Tribune	1 Model 8	1 Model 9
Indianapolis News	1 Model 8	1 Model 8
Kansas City, Western Typesetting Co.	1 Model 8	1 Model 8
Louisville, Ky., Post	1 Model 9	1 Model 8
Lowell, Mass., Sun	1 Model 8	1 Model 8
Madison, Wis., Democrat	1 Model 8	1 Model 8
Minneapolis Journal	1 Model 9	{ 1 Model 9
Minneapolis Tribune	2 Model 9	{ 1 Model 8
Newark, N. J., Evening News	1 Model 9	3 Model 8
		{ 1 Model 8
		{ 1 Model 9
		{ 1 Model 8

Repeat Orders—Continued

	FIRST ORDER	REPEAT ORDERS
New York City, Bronx Home News . . .	1 Model 9	1 Model 8
New York American and Journal . . .	2 Model 8	{ 6 Model 8 2 Model 8
New York, De Vinne Press	1 Model 11	1 Model 11
New York Globe	1 Model 9	{ 1 Model 8 2 Model 8
New York Press	{ 1 Model 8 1 Model 9	2 Model 8
New York Sun	5 Model 8	8 Model 8
New York, Technical Press	1 Model 8	1 Model 8
New York Times	2 Model 9	{ 8 Model 8 3 Model 9
Philadelphia Bulletin	1 Model 9	2 Model 8
Port Arthur, Texas, Evening News . . .	1 Model 8	1 Model 8
Poughkeepsie, N. Y., Enterprise . . .	1 Model 8	1 Model 8
Reading, Pa., Eagle	1 Model 8	1 Model 8
Rochester, N. Y., Democrat and Chronicle	1 Model 8	1 Model 8
St. Louis Republic	2 Model 9	2 Model 9
St. Louis, Nixon Jones Printing Co. . .	1 Model 8	1 Model 8
Syracuse, N. Y. Herald	1 Model 9	{ 1 Model 8 1 Model 8 1 Model 8
Syracuse, N. Y., Journal	1 Model 9	1 Model 8
Utica, N. Y., Press	1 Model 8	1 Model 8
Washington, D. C., John A. Heydler . .	1 Model 8	1 Model 8
<hr/>		
Colima, Mexico, Government Printing Office	1 Model 8	1 Model 8
Manila, P. I., Bureau of Printing . . .	2 Model 8	1 Model 8
Mexico City, Mexico, Muller Brothers . .	1 Model 9	1 Model 9
Montreal, La Patrie	1 Model 8	1 Model 8
Ottawa, Ottawa Citizen Company Limited	1 Model 8	1 Model 8
Toronto Evening Telegram	2 Model 8	3 Model 8
Toronto, MacLean Publishing Co. . . .	1 Model 8	1 Model 8
Winnipeg, Free Press	1 Model 8	1 Model 8
Winnipeg, Saturday Evening Post . . .	1 Model 8	1 Model 8

Repeat Orders Are the Final Test of a Machine's Efficiency

¶ During the past twenty months nearly a thousand three- and four-magazine Linotypes were installed.

¶ Fully ten per cent of these were REPEAT ORDERS.

¶ One firm tested the multiple Linotype idea by installing two machines. Later they put in **eleven more**.

¶ One firm started with five. Within ten months they added eight more of the same model.

¶ Forty-five other job and newspaper offices have used multiple magazine Linotypes for a time and expressed appreciation of their advantages by ordering from one to eight more of them.

THE MULTIPLE LINOTYPE WAY IS THE MODERN WAY

ALL two letter Linotypes are covered by patents having a number of years to run. No Linotype having two-letter matrices, multiple magazines, or the other improvements which place the present machine far ahead of the earlier models can be used without the consent of this Company.

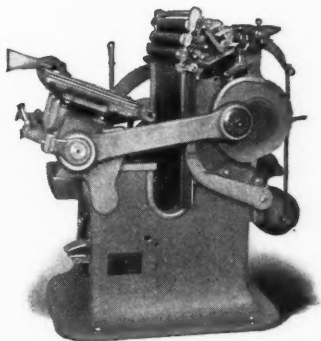
Any person or persons counterfeiting or imitating our machinery, or using such goods, will be held strictly accountable in the courts.

MERGENTHALER LINOTYPE COMPANY.

JOHN THOMSON PRESS COMPANY, 253 BROADWAY, NEW YORK

WANT TO TRADE?

NEW
MODEL-C
COLT'S ARMORY
PRESS



*We Will Submit an
Attractive Offer to
Replace Your Old and
Out-of-Date Presses*

Don't make a mistake when you trade your present press in on a new one. First make sure that it is the press you would choose if you were paying cash. Then get the best allowance on your old one that you can. But don't let an apparently big price for your machine blind you as to the real value of the new press.

New Features—Model C

Removable ink fountain blade.
Longer ink fountain.
Easier operated adjuster bar throw-off.
Completely depressable frisket fingers.
Vibrator and distributor stock same length.
Long shell distributor changer.

Every Printer Knows:—

That the greatest profit comes on those jobs which require the greatest skill, care and workmanship.

We Know:—

The MODEL-C will cooperate and positively serve you better than any press on the market.

Send in this coupon, Department P, NOW

CONCERN _____

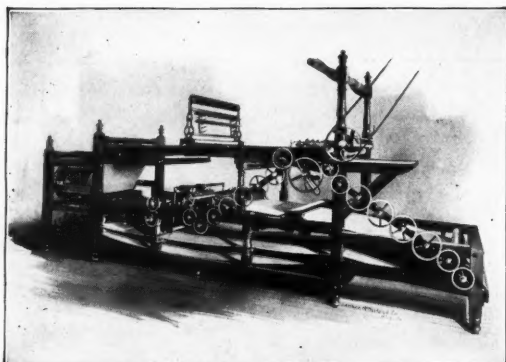
MANAGER _____

ADDRESS _____

STATE _____

NUMBERS OF PRESSES NOW IN USE _____

JOHN THOMSON PRESS COMPANY, 253 BROADWAY, NEW YORK



Style C Double-Deck Ruling Machine

THIS cut shows our Style "C" Double-Deck Ruling Machine, which will do the most complicated striking on both sides of the paper at one feeding. It is guaranteed to do absolutely perfect work. It is imperative that a ruling-shop, in order to compete successfully, should have one of these machines.

The W. O. HICKOK MFG. CO.

HARRISBURG, PA., U. S. A.

ESTABLISHED 1844

INCORPORATED 1886

MILLER & RICHARD, Sole Canadian Agents, Winnipeg and Toronto

*Printers' Inks for Illustrations
and Jobwork*

Mark "ELECTRIC"

Gold Medal at
Brussels, 1910.



*The handsomest and
most technically
up-to-date
colors of the present.*

FOUNDED 1885.

MAX MÜHSAM, Berlin-Neukölln
Manufacturer of Printing Inks

TALBOT'S

Composition Truck Rollers for Gordon Presses



Save their cost in a few months. Prevent wear on tracks. Improve quality of work, as form is inked correctly, without slurring. Make press run noiseless. *If you can not buy from your dealer send direct to me.*

JOHN W. TALBOT, 401-405 So. Clinton Street,
CHICAGO

The Juengst Gatherer-Stitcher-Coverer

The only machine on which the three
operations can be done at one and the
same time at a rate of 3,000 per hour

Also

Juengst Gatherer-Wireless Binder

on which FLAT OPEN BOOKS can be
produced at 2,500 per hour

APPLY TO

GEO. JUENGST & SONS, Croton Falls, New York

WE HAVE NO AGENTS

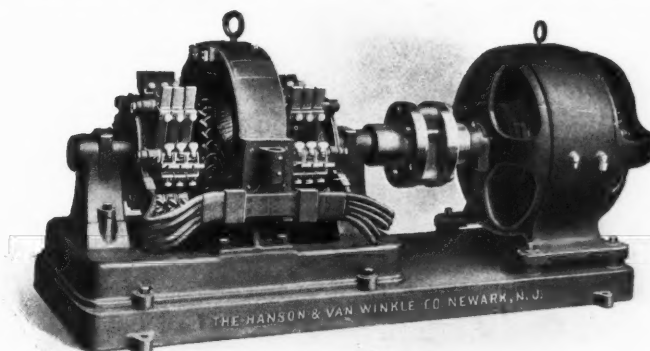
"Globetypes" are machine etched halftones and electros from halftones by an exclusive process
 Nickelsteel "Globetypes" are the supreme achievement in duplicating printing plates.



Telephone, Harrison 5260-5261-5262 All Departments

THE HEART OF THE ELECTROTYPING PLANT IS THE GENERATOR

Rapid
 Depositing
 Self
 Exciting
 Or
 Separately
 Excited



High
 Commercial
 And
 Electrical
 Efficiency
 Low
 Temperature
 Rise

*Motor Generator Sets, Belt Driven Generators, Depositing
 Tanks, Copper or Nickel Elliptic Anodes*

BUY FROM THE MANUFACTURER

The Hanson & Van Winkle Company

NEWARK, N. J., U. S. A.

BRANCHES: Chicago, Ill.; New York City; Toronto, Ont.

Bring your depositing troubles to us; we will gladly advise you.

Virginia Ptg. & Mfg. Co., Petersburg, Va.

Guide Ptg. & Pub. Co., Brooklyn, N. Y.

Schwabacher Frey Staty. Co., San Francisco, Cal.

Lutz & Stahl, Keokuk, Iowa.

Chas. S. Beelman, Fremont, Ohio.

T. O'Toole, New York City.

The Tribune Ptg. Co., Charleston-Kanawha, W. Va.

International Cor. Schools, Scranton, Pa.

Latimer Press, New York City.

S. Rosenthal & Co., Cincinnati, Ohio.

Standard Music Roll Co., Orange, N. J.

Hennegan & Co., Cincinnati, Ohio.

Times-Mirror Ptg. & Bldg. House, Los Angeles, Cal.

The State Company, Columbia, S. C.

W. K. Gresh & Sons, Norristown, Pa.

McDowell Ptg. Co., Buffalo, N. Y.

Polygraph Ptg. Co., New York City.

W. F. Vanden Houten Co., New York City.

John A. Phillips, New York City.

C. W. Calkins & Co., Boston, Mass.

The Stewart Ptg. Co., Dunkirk, N. Y.

C. S. Edman, Pittsburgh, Pa.

The Citizen Ptg. Co., So. Omaha, Neb.

Germania Fire Ins. Co., New York City.

Adams & Grace, New York City.

The Brooklyn Daily Eagle, Brooklyn, N. Y.

The Gareau-Sauriol Co., Montreal, Can.

Innes & Sons, Philadelphia, Pa.

Alexander Duffer, San Francisco, Cal.

The Bell Ptg. Co., Birmingham, Ala.

Ramires-Jones Ptg. Co., Baton Rouge, La.

Improved Salesbook Co., Los Angeles, Cal.

Chicago Ptg. House, Chicago, Ill.

Eureka Ptg. House, Philadelphia, Pa.

Weldon, Williams & Lick, Fort Smith, Ark.

Francis & Loutrel, New York City.

The H. G. Pugh Co., Little Rock, Ark.

D. E. Moon Ptg. & Eng. Co., Des Moines, Iowa.

The Hugh Stephens Ptg. Co., Jefferson City, Mo.

Standard Statistics Bureau, New York City.

The Butterfield Ptg. Co., Lowell, Mass.

The Commercial Press, New York City.

The Schonbar Ptg. Co., New York City.

McKown Automatic Printery, Anderson, Ind.

The London Advertiser, London, Canada.

Marshall Oil Co., Marshalltown, Iowa.

C. F. Hatch Co., Lowell, Mass.

Edwin R. Ray, Inc., Tacoma, Wash.

The Ansel Ticket Co., Chicago, Ill.

J. W. Shumate, Lebanon, Ind.

Pantagraph Ptg. & Staty. Co., Bloomington, Ill.

H. M. Ives & Sons, Topeka, Kan.

Hugo Jansen, New York City.

E. D. Hawkins & Son, Brooklyn, N. Y.

The McConnell Ptg. Co., New York City.

John Cassidy Co., New York City.

The Abbott Press, New York City.

Duane Powell, Dowagiac, Mich.

Unity Tract Society, Kansas City, Mo.

Gazette Ptg. Co., Ltd., Montreal, Can.

Chapman Ptg. Co., St. Joseph, Mo.

H. K. Mulford Co., Philadelphia, Pa.

Appeal Pub. Co., Atlanta, Ga.

American Advertising Co., Newark, N. J.

Gardner Office Supply Co., Springfield, Mo.

The Miller Press, New York City.

Mergenthaler Linotype Co., Brooklyn, N. Y.

Hamburg-American Line, New York City.

Oberly & Newell, New York City.

Chas. E. Fitchett, New York City.

Ocean Accident & Guarantee Corp., New York City.

The Mirror Ptg. Co., Albion, Mich.

W. M. Linn & Sons Co., Columbus, Ohio.

John B. Judson, Gloversville, N. Y.

Plaxco Printery, Jacksonville, Fla.

Searcy & Pfaff, Ltd., New Orleans, La.

Allen Ptg. Co., Lansing, Mich.

Kalamazoo Loose-Leaf Binder Co., Kalamazoo, Mich.

S. B. Newman & Co., Knoxville, Tenn.

Peck Press, New York City.

William Haedrich & Sons, Brooklyn, N. Y.

The Modern Press, New York City.

Graham-Chisholm Co., New York City.

Utility Ptg. & Pub. Co., New York City.

Schutte-Smith Co., New York City.

The Franklin Press, New York City.

Wynne-Ashley Ptg. Co., Atlanta, Ga.

The Blosser Co. Press, Atlanta, Ga.

Troy Times Art, Troy, N. Y.

Comfort Ptg. & Staty. Co., St. Louis, Mo.

Merchants Pub. Co., Kalamazoo, Mich.

HUNDREDS OF AUTOPRESS USERS ALL OVER THE WORLD

HUNDREDS OF AUTOPRESS USERS ALL OVER THE WORLD

The McConnell Printing Company

230-242 William Street
New York

TELEPHONES
2260-2261-2262
BRUSHMAN

M. D. Koppke, President,
The Autopress Company,
299 Broadway,
New York City.

Dear Sir:-

Replying to your recent communication, we are pleased to write that your company left nothing undone in installing an Autopress in our plant. The press turns out work superior to any platen press and at a speed of more than four times as great. We have had absolutely no trouble in operating the press from the day it was installed three months ago.

If all printers realized what can be accomplished with an Autopress, it would be difficult to supply the demand

Very truly yours,

THE MCCONNELL PRINTING COMPANY

Jno. E. McConnell

November 26, 1912.



A Sledge Hammer Fact

Of the 758 AUTOPRESSES in operation all over the world, how many dissatisfied users will you find?

THIS IS SOMETHING TO THINK ABOUT

The Autopress Company

299 BROADWAY

BRANCHES: Chicago, Atlanta, Boston, Pittsburgh, Philadelphia, Rochester, San Francisco, Portland

HUNDREDS OF AUTOPRESS USERS ALL OVER THE WORLD

HUNDREDS OF AUTOPRESS USERS ALL OVER THE WORLD

Stettiner Bros., New York City.

Hance Bros. & White, Philadelphia, Pa.

J. W. Ferguson & Sons, Richmond, Va.

The Essex Press, Newark, N. J.

Hankins & Hankins, Richmond, Va.

Allison Coupon Co., Indianapolis, Ind.

Geo. D. Bone & Son, New Haven, Conn.

Rosenthal Bros., Chicago, Ill.

The Record Co., St. Augustine, Fla.

Wm. Mitchel Ptg. Co., Greenfield, Ind.

Fairmont Ptg. & Litho. Co., Fairmont, W. Va.

J. T. Baker Chemical Co., Phillipsburg, N. J.

Bayard Oldknow & Co., Philadelphia, Pa.

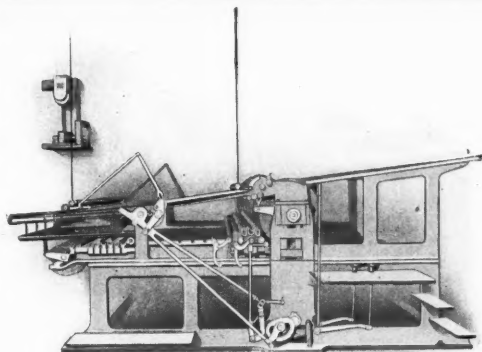
H. M. Van Hoesen Co., Chicago, Ill.

Chas. M. Richardson, Indianapolis, Ind.

Guessaz & Ferlet Co., San Antonio, Tex.

The Bankers Pub. Co., Toledo, Ohio.

"U. P. M." THE TRADE-MARK OF QUALITY



Our Own Confidence

*In the Superior Effectiveness
of the*

CHAPMAN ELECTRIC NEUTRALIZER

Over any other method or device for eliminating static electricity from paper stock has never been misplaced.

The daily output of a press equipped with this neutralizer, as against a press of the same size and style not so equipped, is usually remarkable enough to make any further arguments superfluous.

WE ALSO OFFER THE

U. P. M. VACUUM BRONZER

Makes Bronzing Pleasing, Healthful and More Profitable.

WE ALSO OFFER THE

U. P. M. AUTOMATIC CONTINUOUS PILE FEEDER

Sales Always Ahead of the Factory.

SOLE SELLING AGENTS

UNITED PRINTING MACHINERY CO.

Western Agent WILLIAMS-LLOYD MACHINERY COMPANY, 638 Federal Street, Chicago

Jamaica Plain, Boston, Mass.
116 East 13th Street, New York

BINDERY DEPT.		P.M.	
OCT 15 1908			
TIME EMPLOYED		COMMENCED	
CHARGEABLE	EXPENSE		
Cutting Stock for Press	General Work		
Cutting Printed Sheets	Errands		
Padding	Waiting	X	
Punching	Idle		
Wrapping			
Packing			
		AMOUNT	
		912	
		18	

Record shows that Machine No. 18 in the Bindery Department was standing idle on Oct. 15, 1908, on account of Job No. 912 for three hours and eight-tenths (3.8).

Calculagraph Records

of Elapsed Time—the actual working time—make the only reliable foundation upon which to build up a Cost System.

Without accuracy in your time records the results obtained will not be the true cost of products.

These Calculagraph records are also best for making up pay-rolls.

The Calculagraph makes *no clerical errors*.

Ask for our booklet, "Accurate Cost Records in Print Shops." *It's free.*

CALCULAGRAPH COMPANY

1460 Jewelers Building, New York City

Denny, Hilborn & Rosenbach Steel Die Stamping Inks

Comparison is the best test. This is why 75% of the trade are using D. H. R. Stamping Inks and Varnish. Short wipe, full gloss, no offset and less wear on dies.

Denny, Hilborn & Rosenbach

PHILADELPHIA

Geo. Russell Reed & Co., San Francisco, Cal., Agents for the Pacific Coast.

New
Catalogue
No. 10

Monograms
Crests
Coat of
Arms

Latest
Correspond-
ence Papers



If its ENGRAVED or EMBOSSED
"WE DO IT"

TELEPHONES RANDOLPH 805-806



WM. FREUND & SONS

WEDDING INVITATIONS · BOOK PLATES
MONOGRAM STATIONERY · CARDS · MENUS
DANCE PROGRAMS · CLUB INVITATIONS
BUSINESS STATIONERY · ETC.

STEEL AND COPPER PLATE

ENGRAVERS AND PRINTERS

STEEL DIE EMBOSERS

16 TO 20 E. RANDOLPH ST., CHICAGO

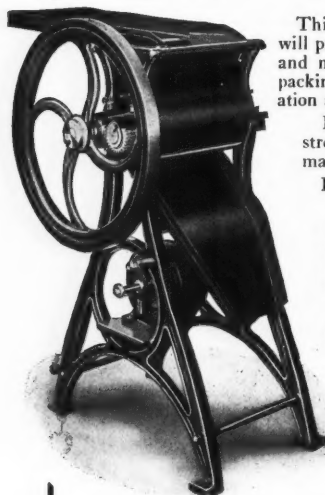


New
Catalogue
No. 11

Wedding
Invitations
Announce-
ment Cards

Visiting
Cards and
other social
forms

Get More Money for Your Waste Paper



This Paper-Macerating-Machine will properly prepare your waste paper and make it an excellent article for packing purposes. It is simple in operation and the price is reasonable.

It is a reliable machine for destroying railroad and other tickets, manuscripts, waste paper, etc. It saves the paper stock.

Made in four sizes to meet all requirements, and have recently added several improvements for the protection of knives, gears, etc.

This destroyer is now a recognized necessity and should be in every auditor's office.

Send for descriptive circular.

Our other specialties are

Card Local Ticket Presses.
Card-Cutting Machines, both
hand-fed and automatic.
Ticket-Counting Machines
and Ticket-Tying
Machines.

WE MAKE NUMBERING WHEELS RUNNING BACKWARDS

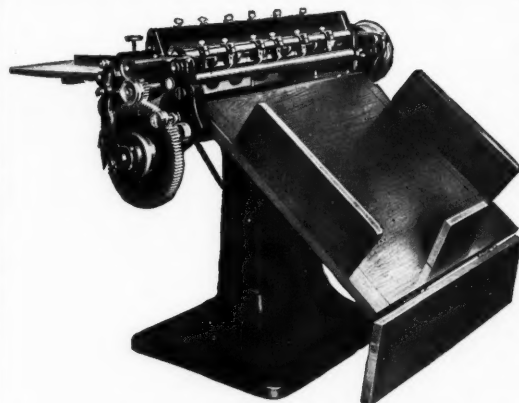
Write and state your requirements

Blomfeldt & Rapp Company

108 N. Jefferson Street

Chicago, Ill.

Universal-Peerless Rotary Perforator



Hyphen-cut Perforation, Knife-cut Perforation, Slitting Heads, Loose-leaf Creasing Heads. Gang Scoring Heads for Booklet Covers. Straight Line of Perforation Guaranteed. Perfect Register. Three Sizes, 30 in., 36 in. and 42 in. wide.

Catalogues on Application. Sold by all Dealers.

MANUFACTURED BY

A. G. BURTON'S SON

118 to 124 So. Clinton St., CHICAGO, ILL., U. S. A.

GOLD INK

NO DUSTING NO SIZING
ONE IMPRESSION

A PERFECT WORKING INK. CAN BE RELIED UPON TO DO THE WORK REQUIRED OF IT.

Rich Gold—Pale Gold—Aluminum and Copper Inks

We guarantee these inks to do better work than any other bronze ink on the market.

They will work free and never pile upon the plate.

This is the best grade of Gold and Aluminum Printing Ink that has ever been offered, and at a lower price.

WE EARNESTLY SOLICIT A TRIAL ORDER

\$2.00 Per Pound—Reducer With Each Pound Shipments Promptly Made

Lustre Gold Ink & Bronze Manufacturing Company

New Rochelle, N. Y.

A Printer's Problem

No. Three

300,000

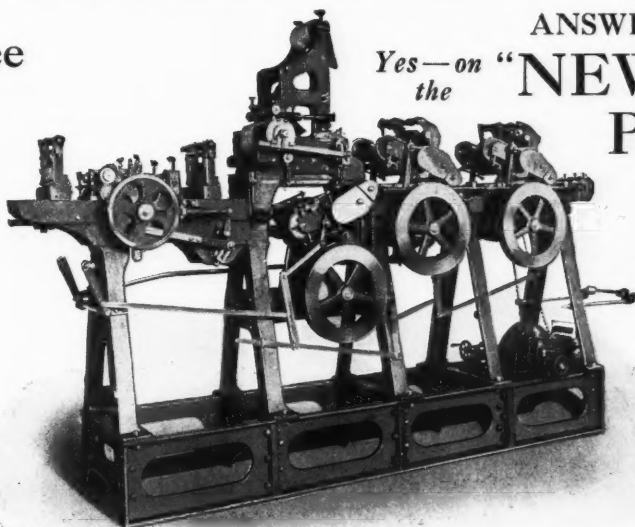
four-color

labels

size 3 x 4

for \$70.

CAN
THIS
BE
DONE?



ANSWER
Yes—on the “NEW ERA”
Press

which would
finish these
in one day,
printed and
cut at one
operation.

Let us
send you
samples.

Ask for
Catalog
“A.”

Manufactured by **The Regina Co., Henry Drouet, Sales Agent**
217 Marbridge Bldg., 34th Street and Broadway, N. Y. City

BUCKLED, CRINKLED AND OTHER DEFORMED STITCHES
ARE NOT BORN OF

Brehmer Stitching Machines

Brehmer Stitchers are the parents of only a
clean, straight, and accurately centered stitch.

With Such Simple Mechanism—How Could
They Be Otherwise?

Let us tell you wherein they are the most economical to maintain

CHARLES BECK COMPANY

609 CHESTNUT STREET, PHILADELPHIA

Art-Craft Series

14 Point \$3.00

14 A \$1.40 29 a \$1.60

12 Point \$2.75

16 A \$1.30 32 a \$1.45

FROM THE BEGINNING OF
Typemaking printing has aroused
sentiments approaching the Sacred.
There is something about printing
that is akin fascination for all who

ALMOST EVERYBODY THAT IS
Interested in the printing industry ap-
preciates the part he has to do with it,
and those who would stop to think of
the greatness of this beautiful art, will
be impressed with the fact that it is un-

48 Point \$7.60

3 A \$3.90 6 a \$3.70

HONEST Performer

42 Point \$6.25

4 A \$3.25 7 a \$3.00

Microscopic SCIENCES

36 Point \$5.10

4 A \$2.50 8 a \$2.60

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30 Point \$4.25

5 A \$2.05 10 a \$2.20

Failure of Banks CAUSES GRIEF

24 Point \$3.50

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NINE LIMITED TRAINS TO FLORIDA

Beautiful Scenery along the High Mountains

18 Point \$3.25

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MANY MAGNIFICENT GARDENS DESTROYED

Ruinous Storms Sweep the Beautiful Prairie of the South

8 Point \$2.25

22 A \$1.05 42 a \$1.20

MINIMUM COST IS ONE OF THE SECRETS OF
Success in a productive business. It does not mean low
wages and long hours. Modern machinery, well satisfied
labor, well arranged and cheerful workrooms and a good
businesslike administration, will prove quite as effective
profit producer as higher prices or more sales. They
have often changed a losing venture to a successful one,
and very frequently are considered the only way out.
Some years ago the manager of a printing plant was

10 Point \$2.50

20 A \$1.20 40 a \$1.30

TO THE ORDINARY MIND THERE WAS
Always something attached to this writing on
stone something beyond the understanding of
most human beings, an almost supernatural
attribute. To think that, in the place of des-
truction of all things temporal and the effacing
from the memory of man various happenings

Advance  Foundry

Wiebking, Hardinge & Co., Props.

1131-1133 Newport Avenue

Chicago, Illinois

Why Continue to Lose Money?



WHY NOT INSTALL KEYSTONE STEEL EQUIPMENT and secure efficiency? If the owners of printing establishments throughout the country were to figure up the money they are losing each year on account of improperly selected, poor and inadequate equipment the total of their losses would stagger them. An efficient equipment is one that produces maximum results with minimum labor and expense, and, as no two printing plants are identical in their requirements, to obtain such efficiency, each plant must contain the exact equipment in size, design and arrangement needed to handle the work in that particular plant to the best advantage.

When we originated Keystone Steel Equipment and introduced it to the printing craft we at once recognized the demand for an absolutely new service for printers and publishers; a service that would establish a new record in efficiency methods and that would bring printing plants up to their maximum productive capacity.

We found that a most important factor in making such service successful was the scientific study of the printing requirements in each individual plant by specialists, who, through their intimate knowledge of such requirements, gained through daily contact with printers and printing conditions all over the country, were qualified to be termed real efficiency experts in printing plant economy and production.

We employ a corps of such experts—men who can go into a printing plant of any size or character and select, design and install, scientifically and economically, the exact equipment required to facilitate the most economical handling of the work and obtain the full working value of the plant.

We should like to make you better acquainted with Keystone Steel Equipment and with the possibilities of Keystone Efficiency Service. Let us submit you proof of what this service has done for others. We believe you are progressive, so write us today—now. Address your letters to our nearest house for a prompt reply.

Keystone Type Foundry

Printing Plant Efficiency Experts

Philadelphia

New York

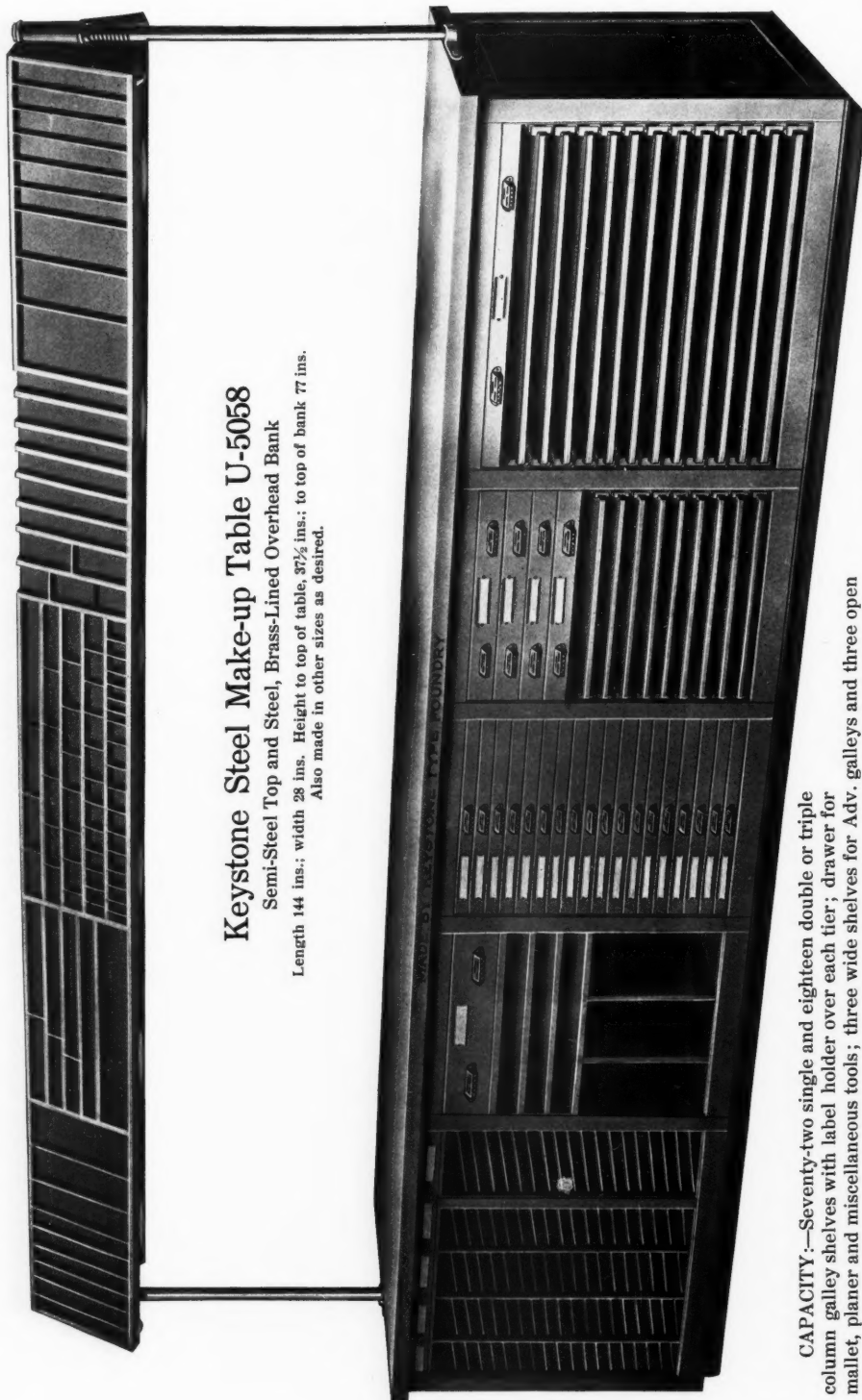
Chicago

Detroit

Atlanta

San Francisco

This insert set in Keystone's Harris Roman Series



Keystone Steel Make-up Table U-5058

Semi-Steel Top and Steel, Brass-Lined Overhead Bank

Length 144 ins.; width 28 ins. Height to top of table, 37½ ins.; to top of bank 77 ins.
Also made in other sizes as desired.

CAPACITY:—Seventy-two single and eighteen double or triple column galley shelves with label holder over each tier; drawer for mallet, planer and miscellaneous tools; three wide shelves for Adv. galleys and three open bins for empty galleys; eighteen blank steel drawers for cuts, mats, etc., with label holders and pulls; four drawers for stereotype bases with adjustable division strips to accommodate labor-saving or column sizes, and of sufficient depth for two layers; nineteen all-steel letter boards 21 x 24 inches with rabbit front and closed back for standing ads; one government rule case for reserve supply of labor-saving column rules 1 to 50 ems; twelve all-steel letter-boards 32 x 24 inches, rabbit front and flush back with extension to accommodate full news-paper forms with chase. Overhead Banks are of steel, full brass-lined, wired for six lights, and adjustable in height; compartments for accommodating the necessary supply of single, double and triple column standing matter, leads or slugs, advertising rules, full-page column rules with shank, and all of the miscellaneous convenient and necessary sizes needed in the up-to-date newspaper office. The center is spaced for labor-saving column rules 1 to 36 ems and 1½ to 9½ ems; also spaces for fat heads and standing matter.

RIGID CONSTRUCTION—The kind that stands the wear—cold rolled patent leveled steel, reinforced frame, with strong substantial posts, paneled ends and back, finished in dark olive green baked enamel.

Keystone Linotype Correcting Bank K-795

MADE OF STEEL WITH BRASS TOP

Made with flat top which has our recommendation, although a bank with sliding top can be supplied on special request. It has been fully demonstrated that in making corrections much better results are secured from a flat surface. Illustration shows correcting bank with top about 79 inches long. It is also made in 8, 10 and 12 feet lengths. With increased lengths additional galley storage capacity is provided. With this arrangement we are submitting our most popular design which has proven very satisfactory and contains all the equipment usually necessary in a correcting bank.

SPECIFICATIONS

Entire frame made of cold rolled patent leveled steel. Top brass lined, about 28 x 78 inches, with metal chute in center 4 x 6 inches. Height to top of bank about 42 inches. Fat matter bank over top is about 12 inches wide, 82 inches long and is divided in half the long way with thirty-four spaces $2\frac{1}{4}$ inches wide for 13 em measure at the bottom and the top half blank. Frame contains two blank drawers; three tiers steel double galley shelves about $7\frac{1}{2}$ inches wide, 25 inches long; space for metal truck 25 inches wide, 30 inches high; eleven flat galley shelves about $17\frac{1}{2}$ inches wide, 25 inches long with 2 inches space between shelves. Made with paneled ends, open front and back; sanitary construction with sliding shoes. Finished in dark olive green baked enamel.

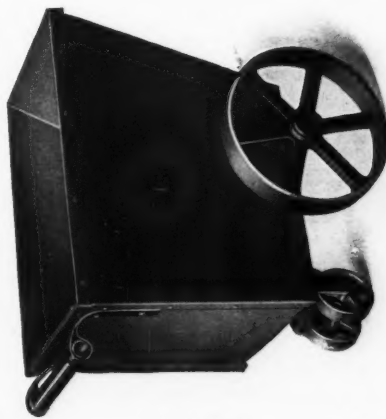
Keystone Linotype Correcting Bank K-795

Keystone Steel Metal Truck K-175

This particular design is the most desirable and convenient truck for either linotype or other metals. Every part is made of steel and iron, indestructible throughout. The weight is carried on two large 12-inch wheels, making rolling very easy either empty or loaded to its capacity. Truck can be turned around within its own space, and is self-dumping. Height $25\frac{1}{2}$ inches; width 18 inches; length 24 inches at top. Finished in dark olive green baked enamel.

Keystone Steel Saw Trimmer K-295

This truck is designed especially for use in connection with saw trimmers. Body of truck at top measures about 18 x $19\frac{1}{2}$ inches; height over all 14 inches; has $5\frac{1}{2}$ -inch nose for receiving saw trimmings. Truck is made proper height to place under the outlet in frame of trimmer; has four extra heavy double wheel swivel casters.



Keystone Steel Metal Truck K-175

Keystone Steel Equipment

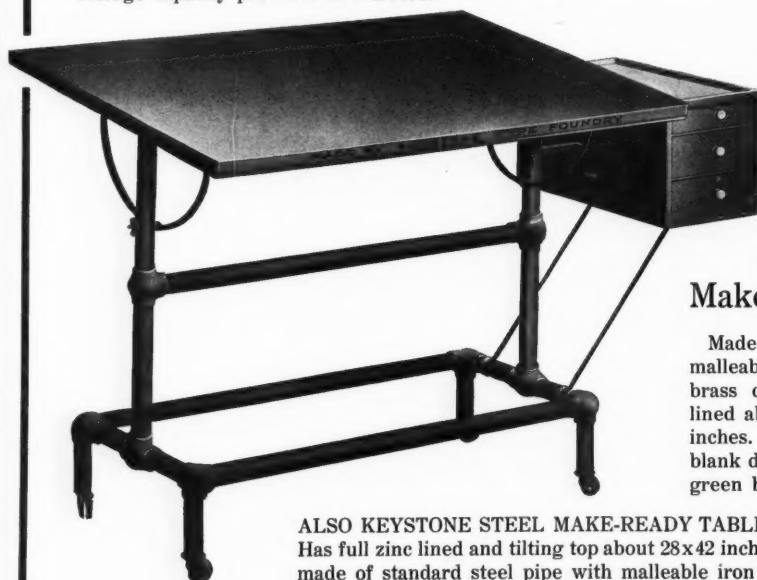
For the Composing Room and Pressroom

Keystone Steel Registering Table K-791

Has plate glass top 48 x 60 inches with 2-inch steel straight-edge at sides and ends. Height 32 inches. Wired complete for electricity with eight sets of fixtures and shades; all wiring and fixtures placed in conduit; two steel drop doors on each side with brass ventilating screens and six all-steel blank drawers. One of our most attractive and useful pieces for either the pressroom or composing room. The modern method of securing accurate register: sheet lays on top of glass; light shows through from below and enables one to instantly detect the slightest inaccuracy in register. Ample storage capacity provided in drawers.



You should Write to-day for full particulars about our STEEL EQUIPMENT for the Pressroom. It has saved money for other printers. Why not for you?



Keystone Steel Make-ready Table K-598

Made of standard steel pipe with malleable ball fittings mounted on four brass casters; tilting table full zinc lined about 38x54 inches. Height 40½ inches. Cabinet on side with three blank drawers. Finished in dark olive green baked enamel.

ALSO KEYSTONE STEEL MAKE-READY TABLE K-177, without cabinet on side. Has full zinc lined and tilting top about 28x42 inches. Height 40½ inches. Frame made of standard steel pipe with malleable iron ball fittings; mounted on four brass casters. Finished in dark olive green baked enamel.

Philadelphia
New York
Chicago

Keystone Type Foundry

Detroit
Atlanta
San Francisco

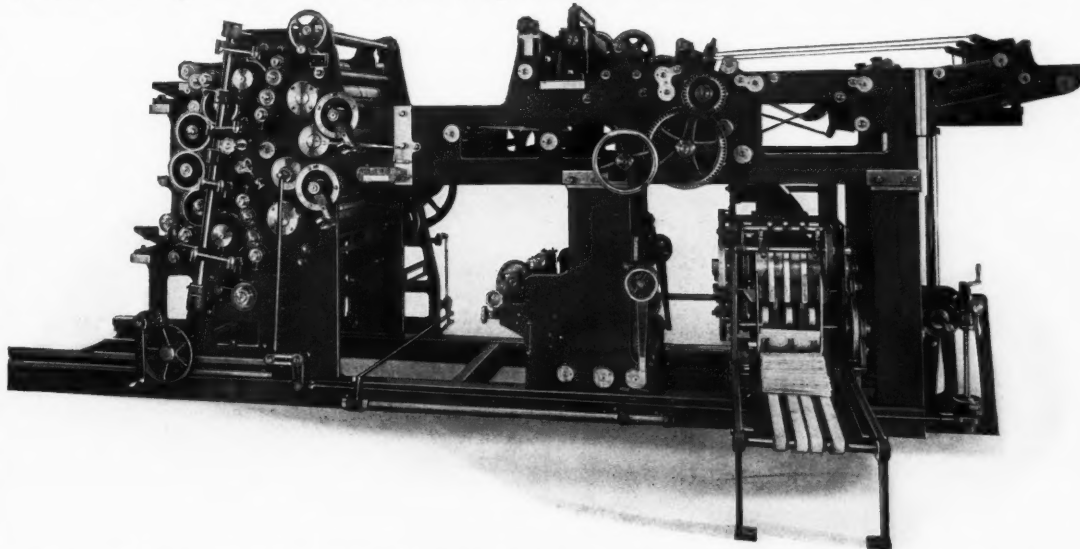
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Dover, N. H.

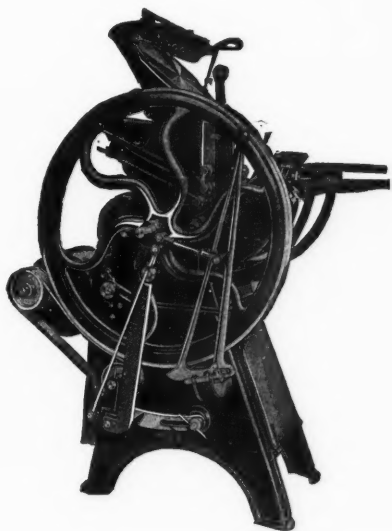
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The Pearl is a small press for small work. Rapid, strong, convenient and the lowest priced power press on the market. It has an impression throw-off, automatic ink supply, automatic belt shipper and quick stop brake. Easy control for safety and rapidity of operation. It can be accurately fed by the average feeder at a higher speed than on any other platen press.

The Pearl means a reduction in the actual percentage of cost in the production of small work.

Increased efficiency is enjoyed by its use in relieving the larger and more expensive presses of short runs and small forms.

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There's a quick, efficient,
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Two or three strokes of the
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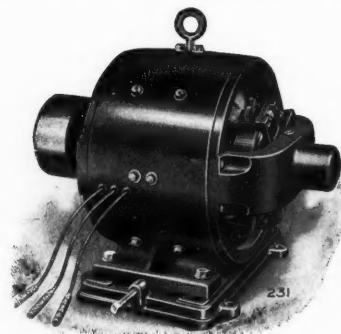
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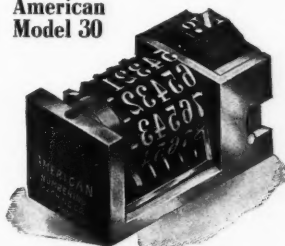
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A COMBINED PARALLEL, OBLONG and
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SMALL A SHEET—3 inches by 4 inches.

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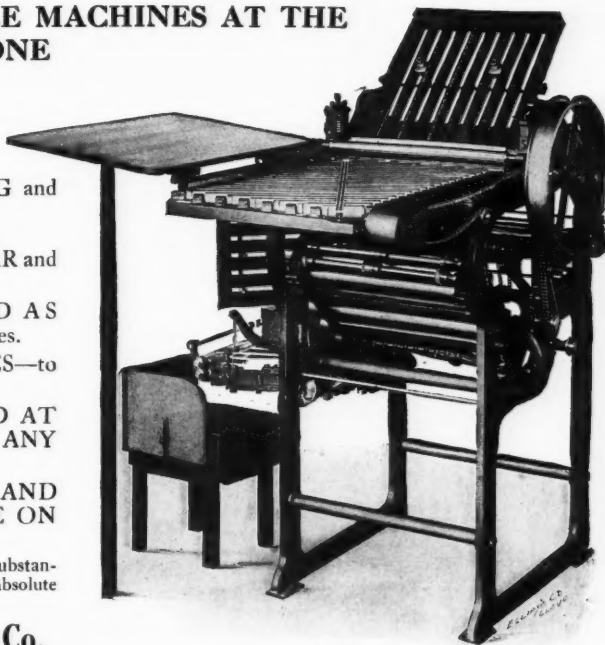
FOLDS SINGLE OR IN GANGS, AND AT
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MAKES ALL THE REGULAR FOLDS AND
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Simple in operation and adjustment. Strong and substantially built, and backed by a continuous guarantee of absolute satisfaction. Write to-day for full particulars.

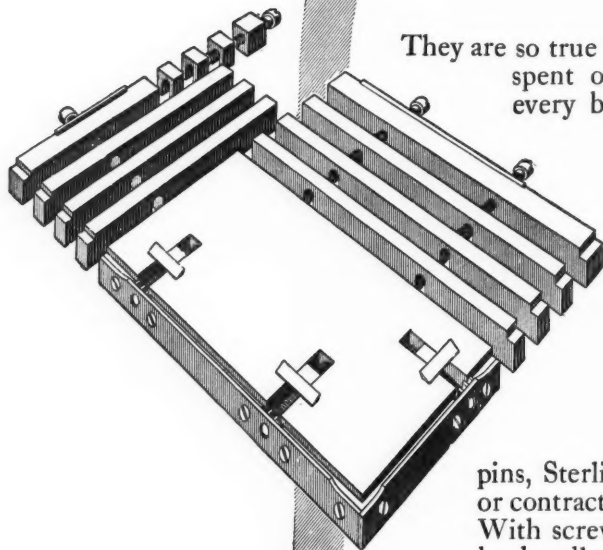
The Cleveland Folding Machine Co.

CLEVELAND, OHIO



Sterling Aluminum Book Blocks Cut Make-Ready in Half

They are so true that half the time and money now spent on make-ready will be saved on every book job in your plant.



Sterling Aluminum Book Blocks expand easily and quickly to 16 different proportions. The two regular sizes handle plates of every dimension from $2\frac{3}{4} \times 5\frac{5}{8}$ to $6\frac{1}{4} \times 9\frac{1}{8}$. A special size handles plates from $7\frac{1}{4} \times 10\frac{1}{8}$ up to 10×15 .

Either push-pins or screws are provided for holding the parts together. With push-pins, Sterling Book Blocks can be expanded or contracted without removing from chase. With screws they are self-contained and can be handled, with plates attached, just like solid blocks.

Exchange Your Old Blocks For New GOOD Ones

We will take your old wood blocks, at *half their original cost*, in exchange for an equal number of Sterling Aluminum Expansion Book Blocks of approximately the same size.

Read that liberal offer again. Digest every word. Then understand this:

That offer is made to get Sterling Book Blocks onto your presses, where they will prove their economy on the very first job. The offer may be withdrawn *any time*.

Get action. Write for details now!

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*Specialists in Plate Mounting and
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Patented in
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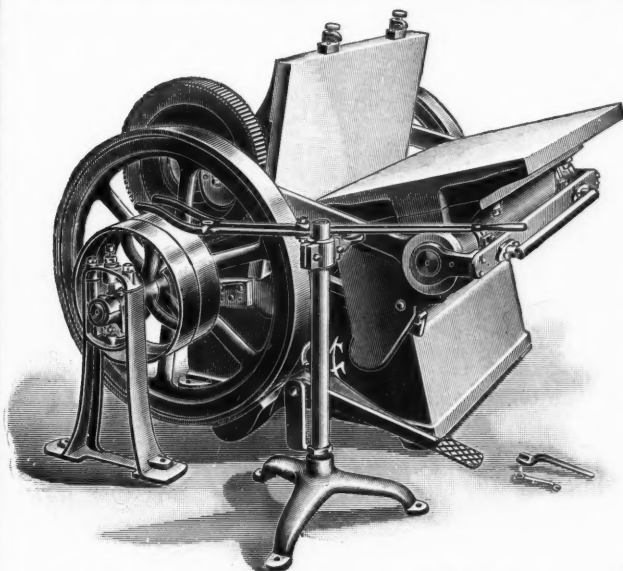
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The Gally Universal

is worth knowing about, provided the buyer is not familiar with its product. For cutting and creasing the GALLY can not be surpassed. Built to endure—which means lasting and satisfactory service.

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Users who appreciate high-class work praise the efficiency of our Lead-Moulded Plates. If you have a high-class job in mind, let us submit samples of work both by plate and printed results.

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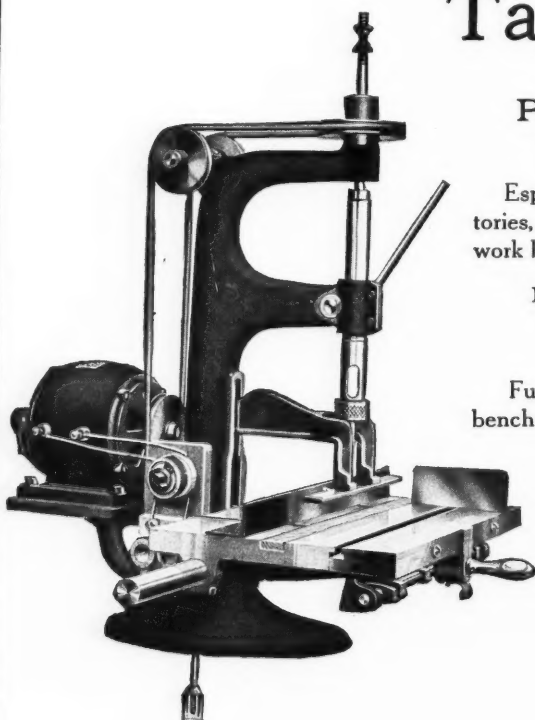
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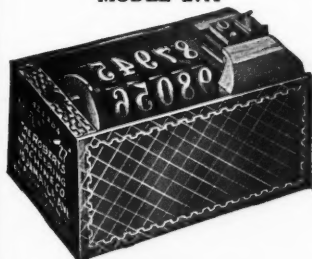
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Nº 12345

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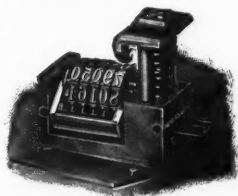
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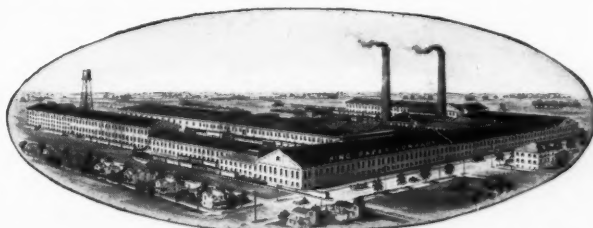
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MANUFACTURERS OF

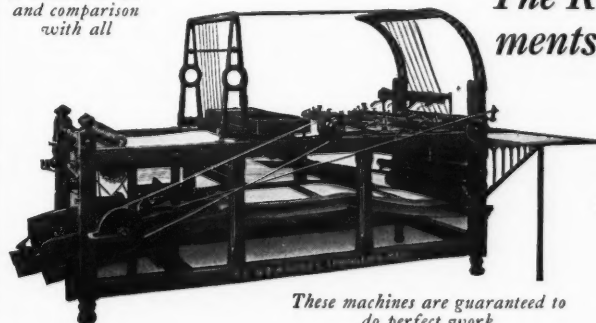
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*It stands the test
and comparison
with all*



*These machines are guaranteed to
do perfect work*

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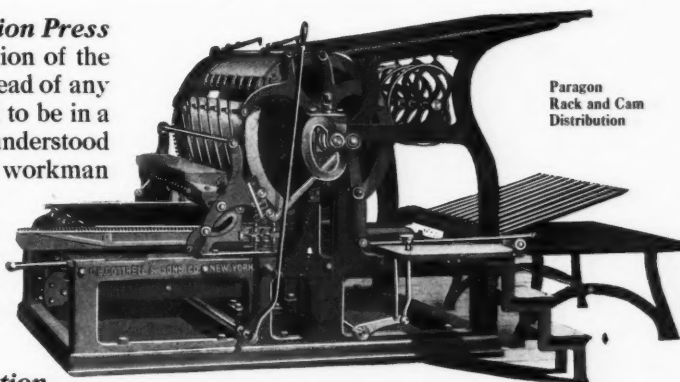
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Not a Cent for Repairs

Read what Mr. Humphries of Mexico, N. Y., says about the Cottrell Single Revolution Press that has been running in the "Independent" office for upward of fifteen years

The Cottrell Single Revolution Press occupies a place in the estimation of the printer and publisher so far ahead of any other make that it may be said to be in a class by itself. It is easily understood and operated by the average workman and with the number of improvements which have been incorporated from time to time it represents the highest efficiency in Single Revolution Presses.



Paragon
Rack and Cam
Distribution

The Cottrell Single Revolution

Press is the most profitable to employ on a newspaper with a circulation of up to 3000 copies. A run of 3000 impressions is a matter of about two hours on a Cottrell and as the average newspaper press in a country office is only run intermittently, there is ample opportunity for its use on posters, blank books, etc., profitably and expeditiously. It's an

Ideal Press for a Country Office

IN DETAIL—A few mechanical features of the **Cottrell Single Revolution Press** that make for efficiency are:

Rigid impression, register rack which produces perfect register day after day and week after week, patent adjustable air springs, hinged roller frame which can be handled by one man, the patent tapeless delivery and patent power back-up controlled by foot lever on the feeder's stand.

Described and illustrated in a beautiful booklet printed in colors, which will be sent upon request. Write for it at once.

Mexico, N. Y.

For upwards of fifteen years I have been using a Cottrell Single Revolution Press for running off the "Independent" and the numerous bills too large for the Gordon Job presses. During all these years I have **never had a breakdown** and have **not spent one cent for repairs**. I have always found it reliable, simple and easy to handle, and it still gives a rigid impression and a good register. It gives me great pleasure to speak thus well of your most excellent press and I hope your firm will continue to have large sales and great success.

HENRY HUMPHRIES

Italy, Texas

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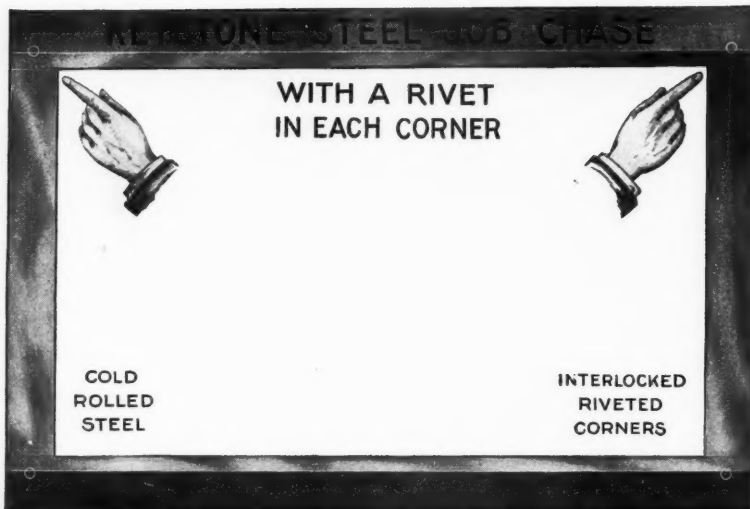
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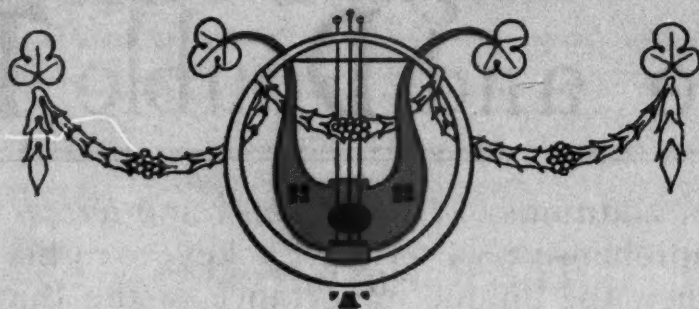
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MILWAUKEE.....The E. A. Besser Co.
.....Standard Paper Co.
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PITTSBURGH.....The Chatfield & Woods Co.
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FOREIGN SELLING AGENTS
Henry Lindemeyer & Sons, London, England



THE SHAMROCK

The little leaf an emblem is
Of virtues intertwined
Around St. Patrick's memory,
And so it is we find
The men of many nations wear
The shamrock on the day
St. Patrick came upon the earth
To chase the snakes away.
Great nations vie with Irishmen
In memory to their blest,
Which gives to all St. Patrick's
sons
Expansion of the chest.

A.H. McQuilkin

The Inland Printer

The Leading Trade Journal of the World in the Printing and Allied Industries

TERMS: United States and Canada, \$3.00 a year, in advance. Foreign, \$3.85 a year.

Vol. 50

MARCH, 1913

No. 6

The Raw Material

By A. H. M.

THIS morning I walked along a country road. On either side fields of corn, oats and grass stretched their uneven lengths, steaming in the heat of the risen sun, stewing through the vapors of the rain of the night before. A cooling breeze blew fitfully over the prairie, imparting the imaginative sensation of a cover being taken off and put on again, whiffed with the fragrance of sweet clover, lush by the roadside.

Two country lads conferred by the side of a cart full of empty milk cans. A country woman, with arms like a wrestler, passed me, cool and comfortable in a hooded buggy. Then a rattle of wheels warned me, and as I turned a painter's wagon drew up, and a little lad with a peaked cap and a keen-looking, freckled face invited me up on the seat beside him. The formal invitation was lacking. He just said: "Wantaride?"

Adjusting myself on the high seat by my host, we commented on the weather, leading up to more intimate matters, when I asked him if he worked for the painter. He said he did. Was he going to learn to be a painter? No — not for



Country lads conferred by the side of a cart of milk cans.

him. He was going to be a ball-player. Why a ball-player? Because he was a pretty good ball-player now, and ball-players got big money and did not have to work hard, and if you saved your money when

you were gettin' it, instead of blowin' it in, you could have quite a bunch of good stuff put away in a few years. Gitap, Bill.



"Wantaride?"

Bill gotap vigorously, and I held on by both hands to the seat. Then I agreed that a ball-player's life must be a very happy one. You bet. But it would be some time before he would be big enough for that desirable station in life, I suggested.

What would he do in the

meantime? Learn a trade. What trade? Photoengravin'. I had a good hold on the seat, fortunately, and so kept from falling off.

Why photoengraving? I urged, after a necessary time to recover my mental balance. Photoengraving as an introductory to ball-playing was in all courtesy admitted by me to be the most desirable avenue to reach that ultimate ambition of my young friend, since he in his wisdom had selected it, but his reasons for this selection interested me strangely, for, in short, I did not quite get him. I looked straight ahead in expressing my interest.



"I ain't goin' to be no dub."

Spitting through his teeth in a cultivated way that indicated a sedulous study of some admired adult model, my host proceeded to enlighten me on the processes of reasoning by which he had arrived at the determination that photoengraving was for him a stepping-stone to the glories of the diamond and the pink supplement.

Photoengravers get big wages, because he had a cousin who was a photoengraver, and he had easy hours and got twenty-five dollars a week, and a feller could get along fine on twenty-five dollars a week and a steady job all the time, and no off days except holidays and the days you took. I submitted that painting was a good trade, too, and that the wages were not small. Not when you're workin', he said. But there were too many days off, and that killed the good money you got when you were workin', besides it was a mussy kind of a trade, anyway, and photoengraving was a steady indoor job. But ball-playing, I ventured to hint, was not an indoor job. He admitted that, but it was a fair-weather job and not a hard one at that, and look at the money fellers got! Girding myself for another objection, I offered the argument that only a very few ball-players received the rewards that heated his imagination. No, he admitted, it was true that the dubs didn't get as much; but then, he said, with an air of deep conviction, "I ain't goin' to be no dub."

Why not stick to the photoengraving, if you like it and think it is bound to pay so well? was my next offering. There are dubs, as you call them, in photoengraving, as well as in ball-playing, and if you have made up your mind to be an A-1 ball-player, why not make up your mind to be an A-1 photoengraver, and get big money at that trade, instead of trying to get big money by learning two trades, as it were?

"Aw," with a long-drawn expiration of dissent, following with an excited explanation that his cousin said the foreman at the shop where he worked had just got canned — and he was a dandy photoengraver, too — just because the bosses got things balled up, and he had never saved no money, because a feller sort of needed things after he got out of a shop where he was shut up all day, and the things you thought you needed cost a lot of money that way, and you couldn't save nothin'. A



And the Raw Material went on its confident way.

ball-player he had a good time right along and didn't need them things that a feller shut up in a shop did, and when he got big money he could soak a lot of it away —

"Thank you very much," I said. "This is my corner. Good-bye!"

"Good-bye, sir. Gitap, Bill!"

And the Raw Material went on its confident way.

The Literature of Typography

II.—Bibliographies of Printing

By Henry Lewis Bullen



BIBLIOGRAPHY is literally a writing about books. The bibliographies to be discussed here are catalogues of books relating to printing. As few of us read more than our own language, this review will be limited to books in English. The literature of typography in the French, German, Dutch and Italian languages is more extensive than in English, and of the first importance, but authors using the English language have utilized the foreign literature for our benefit.

The first step in the study of any branch of literature should be to learn of what it consists, and to meet this requirement bibliographies of books on every conceivable subject have been prepared, containing descriptive lists of books pertaining to the subject. Some of these aim to be comprehensive of the whole literature of a subject, and others are limited to the contents of one or more libraries. Bibliographies are the tools-in-trade of librarians and dealers in rare books, and the better libraries are well provided with them in their reference divisions. Unless undertaken by some endowed library, the compilation of these indispensable bibliographies is usually a work of devotion, for the sale is limited and the profits (if any) meager. As the editions are limited, bibliographies soon rise into the rare-book classification, whereupon they begin to increase in cost, to the advantage of book collectors and dealers, but not of the compilers. This is also true of nearly all books on printing; the greater mass is "out of print," only to be had from dealers in "rare books," and necessarily secondhand. The most important branch of the bookselling business is that of handling secondhand books, and it is thoroughly organized.

The principal dealers in secondhand books issue periodical catalogues, and have a quick method of finding books inquired for. They have the

catalogues of other booksellers, and they subscribe to the organ of the trade, *The Publishers' Weekly*, in every issue of which there are several pages of "Books Wanted." If a bookseller is asked for and does not have "Harpel's Typograph," for instance, in a few days, at a cost of 10 cents, every bookseller in America and many in Europe could know of his want, and he would probably have a choice of several offers, at various prices. It is through these catalogues and these advertisements that typographic and other libraries are collected. Secondhand booksellers require expert knowledge, and many have a world-wide trade by means of catalogues. The great library of Robert Hoe, the pressbuilder, has just been disposed of at auction, realizing \$1,932,056.60, which mainly represents a large investment by the dealers in rare books. The rarity of a book enhances its value if it is a book attracting purchasers, and connoisseurs of books have the satisfaction of knowing that their acquisitions are steadily increasing in value. It is reported that the prices realized for Robert Hoe's books averaged seventy-five per cent more than the prices he paid; and this increase in value has been general in all instances where collectors have specialized on some one subject or special class of books. The pleasures of collecting are thus enhanced by the prospect of profit.

The progressive public libraries welcome suggestions from readers relating to the purchase of books desirable to acquire. Most of the public libraries are deficient in books on printing, because there has been little local demand. If your public library is poorly provided with books on printing, see the head librarian about it, and you will in most instances find your interest in the subject encouraged and your suggestions complied with or bettered. With few exceptions, librarians are public-spirited, glad to be consulted, eager to advise, and ready to learn. Living among the sweet and wise influences of good books, they constitute a great educative influence, both in mind and manners. You will gain much by getting acquainted with the head librarian and with his assistants. It is perhaps easier for an intelligent printer to get on good terms with a librarian, because nearly all librarians are interested in printing. In their estimation, printing is one of the greater arts, and librarians are quite right in this belief, and apt to be particularly good judges and advisers in all matters requiring intellectual perception.

The foundation of the knowledge of the literature of printing is a work that should be in every good library — "A Bibliography of Printing, with Notes and Illustrations," compiled by E. C. Bigmore and C. W. H. Wyman, 3 vols., 8vo, 1000 pages in all, London, 1880-1886. A fair price for the set is \$35; it has been sold for more at auction. In the

nature of things this work (like all catalogues based on the contents of the libraries of the world) is incomplete, but a careful examination of its contents will give a world's-eye view of its great subject. It is estimated that it accurately lists more than nine thousand titles. It is not a mere catalogue; the notes and illustrations cover the whole range of the history and practice of printing, and are very interesting and authoritative. Hasten by all means to get acquainted with this bibliography, and if thereupon you do not become a prouder and a better printer, then be sure that you are not fully worthy of being a printer.

Bigmore and Wyman's "Bibliography of Printing" was the first work of the kind published in England. The late John F. Marthens, printer, whose memory is sweet among the printers of Pittsburgh, published a "Typographical Bibliography" in that city in 1875, reprinted from *The Quadrant*. It is a volume of forty-three pages, dedicated to Theodore L. De Vinne, and has the distinction of being the first bibliography of printing issued in the English language. Only 250 were issued. It is now quite rare, but its contents are in Bigmore and Wyman's work, which was commenced in 1876, and appeared first in instalments in *The Printing Times and Lithographer*, of London. E. C. Bigmore was chief editor of this bibliography, but the means were provided, and much of the work done by the joint editor, Charles W. H. Wyman, editor and proprietor of *The Printing Times* and partner in the historic printing-house of Wyman & Sons, one of the most extensive in London. He was a duly apprenticed printer and became an authority on the whole literature of printing. Simultaneously with Bigmore and Wyman, another printer, William Blades, began to compile a bibliography of printing, and later gave his work to make theirs more complete. William Blades was a duly entered apprentice in his father's printing plant, and thoroughly practical. He made the business one of the largest and best in London, now known as Blades, East & Blades. Devoting himself to the literature of printing, he became the De Vinne of Great Britain and formed one of the best typographic libraries in Europe, which at his death was purchased by a subscription of many printers, and entrusted to St. Bride Foundation Institute for the benefit of the printers of Great Britain. On the American side, Bigmore and Wyman relied upon Theodore Low De Vinne, who found time to do his work with great thoroughness in the intervals of managing his great printing establishment and writing those indispensable books on the history and practice of printing which will remain a monument to him so long as the art of printing survives. There were other collaborateurs, but these three famous master printers are specially mentioned here in proof that an ardent love of the literature

of printing in no wise prevented them from achieving a quite remarkable degree of financial success, wholly from their printing businesses. No more practical printers ever entered the craft, and they found their libraries eminently practical adjuncts to the machinery of their businesses. Mr. De Vinne's library is a treasury of rare and valuable books; he is a never-ceasing student; but who among all the printers of America needs books less?

For American printers the bibliography next in importance is Charles Evans' "American Bibliography: a Chronological Dictionary of All Books, Pamphlets and Periodical Publications Printed in the United States of America from the Genesis of Printing, in 1639, Down to and Including the Year 1820, with Bibliographical and Biographical Notes," Chicago, 1903-1912, printed by the Blakely Press, and sold by the compiler. This great work is still in progress, and has been brought down to 1789. Only the larger libraries are likely to have it. The author's prefaces virtually form a history of printing in America. Each volume contains at the end a table of printers and publishers, arranged by States and towns, chronologically. This greatest of American bibliographies is especially useful to the advanced student. The information in it is derived from original research and not culled from other works.

Among the good works of the Government at Washington, little heralded in newspapers, are several bibliographies prepared in the Library of Congress. Students of typographical history will be interested in "A Check list of American Newspapers in the Library of Congress" (1901), and "Preliminary Check List of American Almanacs, 1639-1800" (1907), and "History and Present Condition of the Newspaper and Periodical Press of the United States, 1638-1800" (1881); and in the "Bibliography of American Historical Societies" one is able to find all the papers relating to printers and printing that have been published by these societies since the first of them, the Massachusetts Historical Society, was founded in 1791. These Government publications are free to public libraries, and, while not exhilarating as consecutive reading, a study of them will broaden the student's knowledge of what may be learned by diligent research.

Appreciation of bibliographic work by book students is disclosed in the present value of "An Extended Catalogue of a Few Books and Pamphlets and Scattered Magazines . . . Treating on the History and Mystery of Printing," a fifty-seven-page catalogue of the typographic books collected by John Springer, master printer of Iowa City, compiled by him and issued gratuitously in 1878. This is found in the more important libraries, and its rarity is proved by the fact that \$15 has recently

been paid for a copy. Joel Munsell, master printer of Albany, New York, a student and writer of typographic history, formed a valuable collection of books on printing, described in "A Catalogue of Books on Printing and the Kindred Arts," Albany, 1868. This collection was purchased by the State of New York for the State Library in Albany, and added to a large collection described in a "Catalogue of the Books on Bibliography, Typography and Engraving in the New York State Library," Albany, 1858, 143 pages. George T. Watkins, a linotype operator on the *Boston Globe*, spent some of his leisure hours in compiling a valuable thirty-one-page "Bibliography of Printing in America," price 50 cents. The first edition was published in Indianapolis, and the second edition in Boston in 1906. It meets a want not otherwise supplied. Its information is later than any other work of its kind, and the student might well make it a nucleus of a collection.

A reference to all the good bibliographic works relating to printing would fill one issue of *THE INLAND PRINTER*. The object here is to show how indispensable they are to the student-printer. When you enter a library, always look up "Bibliography," as well as "Printing" or "Typography."

The literature of printing is being developed splendidly by The Bibliographical Society of London, with a world-wide membership. It issues one or more volumes each year, and its annual "Transactions" contains numerous papers. All this work is based on original research by members distinguished for their ability, and is highly authoritative. As the "Transactions" fill eleven volumes, and the separate works valuable to printers nineteen volumes, space can not be spared to give the titles. Fortunately, libraries in eighteen of the larger American cities are members and own some if not all of these invaluable works. Other libraries might be persuaded to join. The entrance and membership fees are very moderate. There are about eighty members in the United States, and only four are printers. This valuable work is being carried on by people who love printing, although not printers themselves. There are several somewhat similar societies in this country, maintained by lovers of fine books and the art that makes the book, and not two per cent of the membership are printers. Is it any marvel that printers have fallen in the estimation of those who are doing this fine, unselfish work to elevate the printer's art and industry? These book societies, some of which have fine club-rooms and libraries, should be known to all printers. It would be a meritorious ambition on the part of any printer to be worthy to be elected to membership. The Grolier Club, of New York; Club of Odd Volumes, of Boston; Caxton Club, of Chicago; Carteret Club, of Newark; the

De Burians, of Bangor; Acorn Club, of Hartford; Rowfant Club, of Cleveland; Filson Club, of Louisville, and others have issued books of immediate interest to printers in their contents, and many that are distinguished for typographic beauty; but as these are issued in limited editions they are not likely to be found in public libraries, unless the librarian is personally in touch with these societies.

The bibliographies tell us what there is to read. The libraries are opened to provide books to read. The librarians are in the libraries to guide the readers. All these agencies of instruction and the higher entertainment are active; hundreds of thousands are using them every day; and shall the Printer, the manufacturer of all these books, continue to be a stranger in the Temples of Books and of Progress—another case of “Who is worse shod than the shoemaker’s wife?”

OTHER BIBLIOGRAPHIES OF PRINTING NOT MENTIONED IN THE TEXT.

St. Bride Foundation Institute. Catalogue of the William Blades Library. London, 1899. 16mo, 186 pages. One of the best typographic libraries, containing many books of great rarity.

St. Bride Foundation Institute. Catalogue of the Passmore Edwards Library. London, 1897. 16mo, 79 pages. Books dealing with technology of typography.

Typothetæ of the City of New York. Catalogue of the Books in the Library of. New York, 1896. Small 8vo, 176 pages. A collection of great value, formed under the direction of Mr. De Vinne.

Hoe, Richard March. A Catalogue of the Library Illustrative of the History and Art of Typography of. London, 1877. 24mo, 149 pages. Three editions of this catalogue were printed, one a sales catalogue printed in New York in 1887.

Public Libraries in Boston. A List of Books on the History and Art of Printing and some related subjects in the Public Library and Libraries of Harvard College and Boston Athenæum. Boston, published by the Public Library, 1906. 8vo, 38 pages. Issued to commemorate the Two Hundredth Anniversary of the Birth of Benjamin Franklin, Printer.

Newark Free Public Library. Printing and Allied Industries: a List of Books and Periodicals. Newark, 1911. 16mo, 16 pages, 15 cents. A good working list of books that may easily be found, and which should be in all public libraries. The Newark Free Public Library is very hospitable to printers, and contains a number of books on printing.

Printers of Note—William Caxton

By Walter C. Bleloch

IN many respects the authorities differ regarding facts of importance in connection with the life of William Caxton, “the first English printer.” Some claim he was born in 1410, others in 1412, while still others claim as late as 1422. It is conceded he was the first to introduce and establish printing in England, and to him is also given credit for a very considerable improvement in the English language.

Born “about” 1410 in the Forest of Kent, William Caxton was given the average education of the day and at an early age was sent to London to become an apprentice to a prominent mercer named Robert

Large (some say Robert Strange) who later became Lord Mayor of London. A "mercier" during that period dealt principally in small wares, cloths, the few laboriously copied books of the day and other foreign and domestic merchandise. In this business Caxton remained



Caxton's imprint.

for a number of years, first as assistant and later as a partner. Upon the death of Mr. Large (about 1440) Caxton went to Bruges and a few years later entered into business for himself, being at one time the head of the Association of Mercers.

Being always a student, Caxton naturally was interested in literature, and when, about 1464, he was appointed a special deputy to bring about amicable trade relations

between England and Burgundy, he found an opportunity to indulge his tastes at the court of Burgundy. At that time a small army of scribes and artists was busily employed in translating and rewriting the few books of the period. An edition of Homer's *Iliad* had just been translated into French and quite a demand had been made for copies of the book. It is stated that Caxton suggested the demand for that particular book would justify having it printed — the "art preservative" at that time being beyond the dreams of any one not a king — and the edition was printed in either Cologne or Bruges about 1466, Caxton being credited by some with the production of the book and by others with merely the supervision of its production. The "*Recueil des Histoires de Troyes*" was translated into English in 1471, and printed at Cologne a year or so later. It is generally considered this was the first book printed in the English language, and it is said by most authorities to have been the work of Caxton himself, who had learned the art of printing in order to produce it. His next book, "*The Game of the Chesse*," was issued about 1473 or, as some say, 1474; a year or two later came his "*The Dictes and Sayings of the Philosophers*." Both of these were printed in English and each of them considered by different authors as being the first book printed in the English language on English soil, Caxton having returned to England and set up his printing establishment at Westminster about that time.

Most authorities agree that Caxton's printing office was originally located in the Abbey. The Abbot at that time was Thomas Milling, a man of exceptional scholarly attainments, and it is said to have been greatly due to his efforts, influence and advice that Caxton was accorded the liberal reception he received. It is from Caxton's office having been

located in the Abbey that the composing-room of to-day is known as a "chapel." John McCreery, in his poem "The Press," published almost a century ago, devotes a stanza to extolling the virtues of Caxton, and closes —

Each printer hence, howe'er unblest his walls,
E'en to this day his house a *chapel* calls.

More than seventy (according to one authority, ninety) works are said to bear the Caxton imprint, including treatises on philosophy, histories and books of prayer, most of them having to be translated into English before printing. His first books show he apparently had but two fonts of type; this number was gradually added to until 1490 when his fifth font appears to have been first used. The heavy black text letter of Caxton, rude at first but always improving, in its modified and modernized form is now shown in the specimen-books of all foundries, and throughout the trade is generally known as "Caxton" — a monument to the man who, born about 1410, learned the art of printing about 1470, and, dying in 1492, left behind him at least seventy books bearing "*Sigillum Caxtonii*."

It Pays to Advertise

Albert G. Brenton

THE value of self-advertising that comes from initiative evidently is not fully appreciated in country newspaperdom. Many things that newspaper men call "putting on airs" would be the best kind of advertising for their papers.

Of course, the weekly or semiweekly does not have the opportunity as frequently as the daily to reap benefits from special stunts, nevertheless it is worth while to make an impression as often as possible by doing something aside from the routine handling of the local news.

Making special reports of conventions, using photographs of local persons mentioned prominently in the news, handling stories that break at the press hour, getting election returns and other news that requires special efforts, is too often not considered worth the time and expense, especially if much of either is entailed.

When the home paper waits for the exchanges and "cribs" its accounts of meetings, conventions, trials or other events of general com-

munity interest, the average subscriber may not notice the difference unless a city daily with state correspondence gets into his hands. (It is still true in places that news has to be thrust on people.) But a few minutes' telephoning, if there is no other way of getting at the news, would make the reading of a city paper unnecessary as far as that item and similar ones are concerned.

In most towns there is the "prominent citizen" who reads one or two metropolitan papers regularly. One of these, upon being asked what he thought of his home paper, replied:

"Oh, I read it as a matter of habit, but I don't depend upon it to a great extent."

He is the man to play to! It is important for the paper that he respect it. He wants the news of his neighborhood as it occurs, and will give little consideration to the home paper that doesn't get it.

He will be among the first to notice special features and to appreciate the extra efforts required to furnish them. He may not advertise, or may not be able to throw business to the paper directly, but his influence is powerful, and a boost from him is much to be desired.

The pulling power of illustrations is underestimated. How many times have you said "I would like to use a cut of him or her this week, but I can't afford it?"

Here is a method that has worked well. Establish a "Cut Fund" or whatever you choose to call it, and reserve for it \$1 each week. Set the money aside for that purpose, in a separate account if necessary, and let it be used for no other. An expenditure of \$52 on "art" of local people in a year will more than be justified in new friendships made, to say nothing of the improved appearance of the paper. But most important of all is the reputation for "hustle" that will come as a result. People like most to read about themselves or their friends and an illustration doubles the value of a story.

In connection with the cut fund another plan may be worked. That is the running of a series of "write-ups" with illustrations, one each week, on local persons—business men, officials, ministers, club and social leaders, including women. Explain to the persons whom you have chosen to exploit what the feature is to be, and few will be found who will not gladly stand the expense of the half-tone. The feature itself will prove popular. But better still, it will provide illustrations for future use.

Such a series, running for two years, would include almost every person of prominence in the community, and when one of them reaches the three-score-and-ten anniversary, dies, gets married, applies for a

divorce or otherwise figures in the news, how appropriate it would be to run a "picture" with the story!

Most correspondents to city papers are aware that many of the illustrations used in many of them may be obtained for the asking if the country newspaper man is disposed to turn a favor for his city brother occasionally. Although printing of the larger papers is done from curved plates the illustrations are first made in flat etchings which have only to be mounted on an old cut base for use in flat-bed printing.

A bulletin in the office of one of the papers of the Indiana capital informs the staff that "art in connection with an assignment is as necessary as the story itself. One man was fired for failure to observe this rule."

Dopin' the Ink—by Old Bill

By A. J. Clark

RECENTLY the attention of "Old Bill" was called to an article, written in a light vein, that appeared in THE INLAND PRINTER. The article, when properly digested, was a serious criticism of pressmen in general, because they manipulated their ink and found it necessary to "dope" it from time to time.

The following is what Bill had to say, with a large cigar in his face and a smile:

"Sure I seen it, and I was thinkin' maybe some guy with a punch would come back at the guy. Pressmen sure is losin' their old-time ginger when they let anybody put anythin' like that over. Me, I don't never knock nobody, and I ain't takin' no part in no controversy, but it sure pains me a lot to read the fulminations of some fatheaded compositor when he attempts to throw the hooks into the real brains of our noble craft.

"I ain't findin' no fault, mind you, with the dope the mug springs, even tho' he sticks a long jobber into the ink puddler and then twists it around a lot. His conversation is interestin' and it shows he's a thinkin' man, which ain't common amongst compositors, most of them growin' up, as you might say, without brains.

"If I was younger, dope like that would make me mad; as it is, I'm makin' allowances for them kind of mugs, knowin' that when they cry out that way they must have some real pain knawin' at them some place.

"It often happens that a little knowledge is worse than none at all, and sometimes a typesetter when he gets a small joint of his own, with a Pearl press and \$8.00 worth of type, thinks that he's mastered the whole bloody printin' trade and is free to criticise everybody connected with it, and especially he thinks he's got license to shoot it into the pressman, which ain't no good way to do.



"The real brains of our noble craft."

"This mug, he finds fault with the pressmen because he's had to hire a pressman sometime, not bein' able to get the label without, and the pressman, as is customary and necessary and right, dopes his ink and don't tell the mug fer why. And there you have the nub of the whole business. The mug he don't know why the puddler dopes the ink, therefore they's no good reason for dopin' it!

"Pressmen ain't got no strategy — no, that ain't the word — *finesse*, that's the word I'm lookin' for; strategy they got a plenty, and it's their havin' so much strategy that makes the mug suspicious when they dope the ink. He thinks they are puttin' somethin' over on him.

"What I'm drivin' at is this — that if the pressmen had a proper proportion of finesse they wouldn't make a mystery of their business,

and the mug would know that all of the dopin' of ink, the little squirt of this and the little dab of that is not intended as an offering to the God of Chance, but a real necessity, and after a while everythin' would be fine and dandy, and when the mug put in a cylinder press he could run it himself.

"You see it takes a pressman a long time to learn his business; I don't think any of them ever learn it all because they's new problems comin' up every day. The serious and difficult thing, the one thing in the pressman's business that is hard to learn and that gives him most worry is ink and its manipulation, and if he don't know what to do with it when it picks, when it smuts, when it runs muddy, when it dries too quick or too slow, when it cracks, when it piles up on his plates, when it fills up his cuts, when it don't adhere to the paper properly, or when it mottles, he's up agin it plenty. The mug said ink ought to work right as it's sent out from the factory. Sure it ought, but it won't, never, no time! If they was only one kind of ink, one kind of paper and one kind of climate, it would be a cinch, presumin' that the temperature was always the same and they was only one kind of press; but believe me, it ain't not!

"Ink that'll dry in Denver, won't necessarily do so in Chicago. It'll dry hard in Chicago and stay wet for a month in Portland. Maybe it'll dry hard this week in two hours, and next week take two days. And ink may work on one side of a paper and pick on the other. Enameled paper seldom runs the same for any length of time, and atmospherical changes will affect it so it'll run all right in the afternoon and pick in the mornin'. All the time the pressman's got to be Johnny-on-the-job, and he can put an ounce of grease where it'll make the difference between a come-back and a good job.

"That's fer-why the pressman—even tho' he looks crazy, and acts crazy—ain't necessarily really crazy when he is forever squirtin' dope into his ink.

"Far be it from such."

ADVICE

There's an all-pervading notion that we nearly all possess, that advice is always welcome to the men who win success. The man who wins a pile of coin or invents a new machine is deluged with suggestions from each friend into whose bean no thoughts have ever filtered worth a continental dam, yet gives advice free gratis in chunks ad nauseam.



CLEANING DAYS

It seems to me the March winds' play
Is like a great big cleaning day,
And all the winds that sweep and
boom

Go 'round and 'round like mother's
broom.

They sweep the earth and sweep the sky,
And make the dead leaves skip and fly
For all the world just like the way
The dust flies on our cleaning day.
And Betty says 'most every Friday
"Well, it's a blessin' to be tidy!"
'Guess Missis Nature thinks so, too,
When *her* housecleaning time is through.
'Spose Mister Nature feels like father,
And says it is an awful bother.

Carmen H. McQuilkin



EDITORIAL

WASTE is the antipathy of all well-ordered minds, and upon this feeling largely rests the solution of the apprentice problem, for there is surely no more tragical waste than the golden hours of youth. "Time is the stuff that life is made of."

NO ONE who has had much to do with the training and advising of young lads expects very much in return. To be successful requires a self-abnegation, a devotion to the work for its own sake that is almost impossible to apply in a commercial or manufacturing establishment. This is because the keen young wits are ever suspicious of being exploited, and the immediate dollar lures many away to less opportunity.

THE United Typothetæ, the International Typographical Union, the International Printing Pressmen's Union and others are working strenuously in the cause of founding a great printing craftsmanship. The distinguished success which is sweeping into the comprehensive work of the Typographical Union in its educational program is unparalleled in the history of the printing art, for this great organization of which every American has reason to be proud gives the benefit of its educational resources to every one who is a printer, organized or unorganized.

EDUCATIONAL regulations which are at once efficient and fair to all interested must necessarily be arrived at through conferences of employers and employees. An apprentice whose letter appears in another department in this issue of THE INLAND PRINTER holds out the inadequacy of the pay that the average employer gives to the average apprentice. From what we can judge of this writer we assume that at no very distant day he will be struggling in the employers' class and will then have an opportunity to puzzle how to keep his apprentices interested in their work, honest to themselves and to him. In manufacturing it is difficult to make the pay of an apprentice sufficient for his just desert in some particular department, for his education to be fully rounded out demands

that he shall be moved up another educational step, of course with an increase of pay, to another department. He pays his toll for inefficiency. This is the theory. But the commercial spirit demands that the immediate dollar be the first consideration. So from employer to foreman, and from foreman to apprentice and back again, the dollar submerges, swamps educational conceptions.

Printing Bills in Bankruptcy Courts.

"Have there not been instances where indebtedness for printed matter has been considered as indebtedness for labor in bankruptcy cases, entitling the claim to be placed on the list of preferred creditors?"

This question was brought to our attention, and, as it is one of importance, we asked our readers in our January issue if they had any light to offer on the matter. In response to this request, Oliver Wroughton, manager of the Typothetæ of Kansas City, has sent the following information, which we take pleasure in passing on to our readers:

"Printers might be led to extend credit, thinking that they would be preferred creditors in case of bankruptcy proceedings, because a large per cent of their product is represented by skilled labor. I wish to assure you that there is no ruling in the bankruptcy courts that entitles a printer or a printing concern to file their claim, and have same allowed in a bankruptcy proceeding, as a preferred claim.

"It is very hard to lay down an absolute rule which one could follow in the extending of credits, and know in advance whether or not he would be a preferred creditor in case of bankruptcy; however, the general rule is that when he puts a finished product upon the market he will become a general creditor in a bankruptcy proceeding, although the entire product is practically represented by labor; but one who furnishes his labor, which only goes to make up a part of the finished product, can claim his wages as preferred as against other creditors of the payer or employer.

"Some courts have determined the question of preference by determining whether the obligation

was represented in the nature of a contract as wages, or in the nature of a contract as merchandise; however, I would advise all printers to extend credit upon the basis of becoming a common creditor in case of bankruptcy."

"Have You Something to Sell?"

On the corner of an envelope containing a card and calendar advertising the printing, ruling and binding business of Eugene L. Graves, Incorporated, of Norfolk, Virginia, appears the inquiry "Have you something to sell?" The advertising argument bears exclusively on the ability of the concern to design, engrave, and print. A few words suggest that the company is equipped to plan complete direct advertising campaigns. There are a few printing concerns that advertise in a tentative way that they can *write* business literature as well as print it, but they are few and far between.

If a man has something to sell—his skill, manufacture, merchandise, whatever it is—his first recourse should be the printer; but in reality the printer is his last recourse. The large number of specialists in writing advertising literature and preparing "copy for the printer" are at his service first, insistently and persistently. There are good, bad and indifferent among them, of course, as with all human kind, but their business requires scholarship, experience, judgment, skill, taste and resourcefulness, centralized on the subject of advertising. These gentlemen are nearer to the man who spends the money than the printer can be who is simply a designer, engraver and printer.

But the printer is inevitable. The stuff must come to him sooner or later. Under his observation passes the literature of all kinds of business. Yet as a general thing, like the heathen in the scripture, printers, though they have eyes they see not, and though they have ears they hear not, that is, so far as their opportunities presented in this way are concerned. This applies to every printer, from apprentice to employer. The printing-office is, to use a popular expression, the "melting-pot" of every phase of human endeavor, and the printer perforce has a fund of general knowledge poured into one ear and out the other; though perhaps it does not all pour out, for it will be observed that when the printer by force of circumstances goes into a business apart from printing, his range of knowledge is usually wider, his grasp of affairs more comprehensive, than that of the average business man. Yet, singularly enough, he does not make these talents shine very brightly in his own business, otherwise the work of preparing papers for the press, or writing business literature, would be closely identified with his

work of designing, engraving, printing, binding, and mailing. If printers handled their business for "all there is in it," their inquiry "Have You Something to Sell?" would have a significance far beyond that which it now bears on a corner-card or circular advertising a fine mechanical equipment.

On page 769 of THE INLAND PRINTER for February the Century Company makes announcement of an advertising contest. This offering is made by special arrangement with THE INLAND PRINTER, and these few lines are added to what we have said above, as an afterthought. There is nothing the printer can not do if he wants to, and we want to make him want to put all his resources into his occupation. Read the advertisement.

"Lemons" and "Peaches."

How to turn a business "lemon" into a "peach" is exemplified by a number of actual or suppositious incidents recorded by a writer in a recent issue of *Harper's Weekly*. The incidents given may be actual or they may not. They are no less interesting—or inspiring—on that account. They read plausibly enough. The dominant idea that comes from reading the accounts of business metamorphoses is that the average man does more hustling with his legs than he does with his head. From organizing colonization schemes to make business for a railroad running through a vast unpeopled territory, to creating business for a moribund shoe store on a side street, to making a department store acquire a vogue, to building up a run-down grocery business, and to making a secondhand-farm-machinery enterprise profitable, is the story. The methods employed were good, clean business methods, and we take occasion to say that this class of literature is better designed to meet the spirit of American youth than the fetid records of the exploits of the Wallingfords and other scoundrels, burglars and thieves, murderers and cheats, which are heralded in publications of nearly two million circulation weekly.

Jo Anderson, of Sacramento, among a number of instances of his methods of creating business, said that on one occasion a man started a fish-market in Sacramento, but the fish languished, as fish are prone to do. Jo made a suggestion. The suggestion was accepted. Jo prepared a neat leaflet with a number of culinary suggestions based on fish, and these leaflets, enclosed in a worthy envelope, he addressed to the best-known ladies of Sacramento. The fish business became a success, and Jo has a very good and a very enthusiastic customer.

To mend the cracks in a crumbling business there is nothing to equal printers' ink, but it must

be applied by a man who knows how, and the printer who uses it should be the man who should know best how to apply it. He must study how to turn lemons into peaches.

The Intimate Letter.

When a person or firm has established a reputation for sincerity in business dealings, the circular letters, "follow-up letters," used to supplement advertising or to answer inquiries, if given an intimate or personal tone, may help to cement still closer cordial business relations, but the "Dear Friend" letter is an implication that filters slowly but surely into the head of the recipient that the sender considers him, the recipient, a "boob."

The intimate letter, the letter in which the writer endeavors to impress upon your mind that you have been singled out as a bright and shining exception to the common run! Dear, dear, how "very special" one feels to read that Mr. Hookham-Frere has just called across the room that he wants a page space reserved for you in the first section, as he wants to write your advertisement himself. Does it get you? It all depends.

The correspondence department of a business house is the sympathetic ganglia of its nervous system—that is, it should be; but unfortunately it is more frequently its vermiform appendix, causing all the trouble that that unaccountable and much-discussed survival of the process of evolution is prone to. Discussing the matter with the chief of such a department he cited his trouble to be an inability to meet the views of the varied temperaments under whose orders he labored, and his main difficulty he said was that of the office-boy who said his employer "Expected all the Christian virtues to be displayed on three dollars a week." Cheap and therefore inefficient help, though placed under the direction of a man of judgment and experience, can not obtain results. What is said to a customer in letter or circular is said by the house, not by the employee. If the amount paid to make business had discounted from it the loss in false economy in clerical hire, the percentage of cost for advertising would be in many instances highly satisfactory.

Canada.

Our Canadian friends have won a place in the world of advertisers, for their governmental authorities have probably made a better use of printers' ink as an advertising medium than their compeers. In their printed messages is the note of youth that has found itself but recently. Canada is no longer represented pictorially by a representation of a middle-aged contented habitant in

clumsy yarn toque and ugly homespuns. Jean Canuck to-day is the booted, belted and big-hatted son of the plains. He is the embodiment of the twentieth century, proud of his achievements and willing to do and dare the seemingly impossible. Far-fetched as some statements made on behalf of Canada and Canadians may appear, there is no doubt Jean believes in his soul of souls that he will prove them to the world. Among many handsome calendars sent out at the year's beginning was one extolling the greatness of Winnipeg—the northern Chicago. In graphic style it portrays the progress of the city, and at a glance shows that behind it must be a country of unexampled prosperity. In the ten years 1902-1912 its population increased from forty-eight thousand to two hundred thousand; in five years investments in buildings grew from five to twenty millions of dollars; while its bank clearings show a billion and a half in 1912 as against less than two hundred million dollars in 1902.

It is reasonable to suppose that a city making such a showing as Winnipeg is in the center of a prosperity which seems to be well diffused throughout Canada, and it includes the graphic arts, as it is said there were but eight failures in the Canadian printing industry last year.

Americans rejoice in the prosperity of their growing neighbor, who is now competing with Germany and France for the position of Uncle Sam's best customer. If there were no trade or barter, Americans would be pleased at having Canada for a neighbor, for it is instinct with the progressive spirit of the age, and shows it by its official and lavish use of printers' ink.

IF EXPERIENCE ALWAYS RAN ONE WAY IT WOULD BE EASY.

THE CASTOFF.

He worked with one eye on the clock and always seemed afraid
Of doing more than that for which he thought that he was paid;
At quitting time he dropped
The work in hand and stopped
Without the least concern about the progress he had made.

He seemed to fear that if he worked a minute overtime
He might be guilty of some dark, unpardonable crime;
And so it came about
That he was down and out,
A grumbling castoff when he should have just been in his prime.

— S. E. Kiser, in *Chicago Record-Herald*.

THE CUTOFF.

He worked with both eyes on his job and never seemed afraid
Of doing more than that for which he bargained to be paid;
At quitting time he sighed to stop,
He seemed to feel he was the prop
That held the business in the course of trade.

He never seemed to fear to work an hour's overtime,
And hearkened not or listened to the closing hour's chime;
And so it came about
He was thrown down and out
When the boss had one to favor 'bout that time.

Printorial Verse

A GREETING TO A FRIEND.

The season is propitious and my spirits are in tune
To send a cheery greeting to a friend.
I may not delay the message, for the twilight's coming soon,
And our sands of life are running tow'rd the end.

There are golden crumbs of comfort in affection's retrospect,
Harking back to scenes and loves of yesteryear,
And I find you in the picture, as, of course, you would expect,
That is thrown upon the canvas, soft and clear.

In Life's morning we are thoughtless, apt to tread the flowers low,
But it brings a warm and tender afternoon;
And the evening brings remembrance of the joys we used to know,
And December's rich in memories of June.

When we fare in mental pictures back to paths that we have known,
There are many thorns and tares along the way,
We may not escape contrition for the seeds that we have sown —
But the flowers how they've sweetened all the days!

Oh, the fragrant lanes and meadows and the hearts so brave and true!
(And we linger while the evening shadows come.)
These are mem'ry's benediction when I think of Life — and you —
And I know we are drawing nearer Home. — WILL C. EASTERLING.

— Courtesy of L. W. Phillips, The Leader-News Publishing
Company, Uvalde, Texas.

SUBSCRIBE.

Inland Printer
In the winter,
Without stint or
Any hint or
Doubt whatever
Send them in.

Inland Printer,
We can't begin
'Spress the inter-
Est in you.

— H. S.

FIRST AID TO A POET IN NEED.

I note you want the rimes for Inland Printer;
To help you out I'll hustle like a sprinter.
Now, will I earn a jewel that's a glint —
Without a setting that's a lying tinter —
If for your listing such I act as hinter?
('Tis worth above the wages of a linter.)
I find that Webster was a measly stinter,
For of but few of such was he a minter.
Though of the word-stock these are but a splinter,
To add another you may search all winter.

— N. J. Werner.

SIMPLIFICATION THAT SIMPLIFIES.

The dieresis and hyphen,
A gent down in N. J.
Is arguing in the *Dial*
Should now be thrown away.

There never is no danger
Of missing what is meant,
If these here marks are canned, declares
This iconoclastic gent.

But we who have to slowly spell
Each word to know it, sigh

Because we find our way made rough
By plans to simplify.

Why boggle over small concerns?
Take Ikey Pitman's way.
Use dashes, dots and hooks and swirls;
Throw alphabets away.

— P. R.

A TRIBUTE.

I often ponder
The days I conned o'er
The Inland Printer;
And in my time
I've heard extolling
Voices rolling
Across the ocean
From many a clime.
Oh, never, never
Till time shall sever
My love from all
That I hold dear
Shall I surrender
Or even lend or
Fail to subscribe for
A title clear
To The Inland Printer;
For every hint or
Aid that came
To help me on
Came for the asking.
And now I'm basking
On easy street, where
You put me on.

— J. K. C.

THE "SIGNS OF APPROBATION."

What has happened to the o. f.
(Applause) (laughter) (cheers)
That once livened up the speeches
Of the orators and seers?

Is it just the awful hurry
Of getting down to press
That the signs of approbation
We are simply left to guess.

— S. E. C.

DNALNI RETNIRP.

Dnalni Retnirp —
Here is a quip;
Knock off this chip;
Keep a stiff upper lip.
For this riddlemaree
Is easy to see —
Now don't cuss and storm;
Just back up the form.

— L. T. R., Toledo, Ohio.

S TO PRINTER MAKES IT SPRINTER.

You seek to know how many words
Doth rhyme with Inland Printer:
If he who runs may read as well
He is a reading sprinter.

This doesn't claim to give the list
Sought by The Inland Printer,
But serves to show that many more
May be found by a cursory sprinter.
— F. N. Barksdale, Broad street station, Philadelphia.



While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore correspondents will please give their names—not necessarily for publication, but as a guarantee of good faith. All letters of more than one thousand words will be subject to revision.

MONOTYPE MACHINES ON THE LONDON TIMES.

To the Editor: LONDON, ENG., Jan. 17, 1913.

Your special correspondent in Great Britain reports in your January number that the London *Times* has now adopted monotype machines, and writes as though this decision was of recent date. I would point out that the London *Times* has been composed exclusively on monotype machines since the latter part of 1908, and that all editions, supplements, etc., are composed upon thirty-four machines.

H. M. DUNCAN.

H. O. SHEPARD AND HIS FELLOW APPRENTICE.

To the Editor: SALT LAKE CITY, Jan. 23, 1913.

There is a little story of the past regarding the late Henry O. Shepard that might be of interest to you. In the old *Chenango Union* office, in Norwich, New York, my uncle, C. R. Jackson, and Mr. Shepard both worked as youngsters. Jackson went up on the shore of Lake Huron in the then lumber town of East Tawas, Michigan, and purchased the *Posco County Gazette*, while Mr. Shepard came to Chicago eventually, and now his name is known the world over in connection with the printer's best friend, THE INLAND PRINTER. It was with "Uncle Charles," in 1889, that I started to learn the trade, and he is still running the paper he has owned so long, and is loved by all who know him in that locality. Of course his work has been along humbler lines than was that of his youthful associate, but he has been happy and contented in the community in which he chose to make a home. I shall always have a warm spot in my heart for him, for notwithstanding the fact that his plant consisted then of a small quantity of type, a single job press and a "Washington" for the paper, he started me "right."

RAYMOND R. SARGENT.

FIRST-CLASS PRINTERS AND THIRD-CLASS OFFICES.

To the Editor: BROOKLYN, N. Y., Feb. 2, 1913.

If commercial candor everywhere prevailed, not a few advertisements for jobmen, instead of appearing in the seductive style in which they are now presented, would read as follows:

JOB COMPOSITOR—Wanted, a first-class job compositor in a third-class office. Apply at 1722 Caxton street.

I have sometimes wondered whether the proprietors of inferior offices who advertise for first-class men are obsessed with the notion that superior jobbers are always out of employment, waiting to be experimented with by every upstart in the printing business who imagines there is concentrated in his own personality all the ability in

the trade. The familiar office gag, "any one can set a good job when there is plenty of type in the cases, but it takes a superior man to do fine work with no material in sight," seems to be taken seriously by the proprietors of third-class printeries and to influence them in the conduct of their concerns, otherwise they would, I believe, rehabilitate their offices and place them in the class where their troubles about securing competent help would terminate.

I call to mind, for example, an outwardly attractive printery, situated on the street level of a prominent thoroughfare; there are bay trees in tubs at the entrance—the broad windows give unobstructed light around the interior, where roll-top desks and appropriate accessories ornament the business department. All these signs of prosperity were, no doubt, primarily intended to attract first-class customers, but these things no longer have significance, because the proprietor is not now suffering so much from megalomania as he was when he started in business, though symptoms of the malady still remain. Self-conceit is a poor substitute for printing material, and of the latter there is woful want. As if this were not sufficient to discourage the workman, there is a unit timesheet. Telephoning complaints about the employees, instead of cooperating with them, has not added any good to the reputation of the place, neither has the "kiting" habit with the bank, but they tend to secure registration in the material man's red book.

No legitimate business can long continue under conditions such as are here described, and, unless there is reform, not many moons will wax and wane before the scarlet emblem of the auctioneer will temporarily wave above the green bay trees at the entrance of an institution that might easily have been put in the first class by the exercise of a little common sense and cooperation on the part of the owner.

Printers should be first-class men both in spirit and in substance.

SAMUEL W. HOSKING.

THE APPRENTICE PROBLEM.

To the Editor: FINDLAY, OHIO, Jan. 23, 1913.

May an apprentice say a few words on the "greatest subject before the American printer to-day"? Maybe an opinion from one of the much discussed "boys" would not be out of order.

My own experience may give some ideas. Being a high-school graduate and having always had a hankering for the printing business, my first position was with a daily paper as a cub reporter, and then as an assistant ad-man. I didn't exactly agree with the work, so asked the proprietor for a chance to learn the trade in the job department.

"Yes, you can start in at \$3 a week, and in four years you will be getting \$8."

That was too much of a come-down, from \$9 a week to \$3, so I worked elsewhere for some time. Finally I took a plunge and started in my present position at \$4 per week. Now everything is fine and everybody is happy.

Right here is the point — if an apprentice to a machinist, a plumber, a blacksmith, or a common driver's job is worth \$1 a day, why is the printer's apprentice worth only 50 cents? It doesn't appeal to many bright, hustling boys to start to work for \$3 a week when they can get \$6.

It seems to me if a boy is worth anything in a printers' office he is worth \$6 a week. Why? First — he will take much more interest in his work if he knows he is getting what he is worth. Second — this added interest will make him so much more valuable to the shop that the larger wages paid out at first will all be returned with interest later in his apprenticeship.

As you say, a poor boy is worse than no boy; now then, honestly, are you going to put your wage scale so low that the honest, hardworking, conscientious boy who thinks of his future, and who at the same time may be supporting his mother, can not afford to enter the trade? Any self-respecting, honest boy knows that he is worth more than \$3 a week and goes where he can get it, and the printer gets the three-dollar boy.

Here is another view. This is an actual case, happening to an acquaintance of mine. A good steady boy in the news end of a daily paper wishes to learn the trade. He is willing, bright, and a good worker. The paper is a morning edition and all ads. are set at night. The boy works all day, pouring metal, correcting, mailing proofs and doing "devil work." He has reached his salary limit and has over two years yet to work. The union will not allow him to come back at night and work under the ad-man in order to learn something; and he gets no chance on the machines in the daytime. There he works, day after day, learning nothing new, progressing not at all, and becoming disgusted with the whole business.

There's your problem — you have the boy, a good one, with the union on one side and the employer's indifference on the other, and the first thing you know, the boy is driving a delivery-wagon. This is not exaggerated in the least, and shows one side of the question — from the apprentice's viewpoint.

Now then, here's a pill that is already at work. One of the greatest steps toward securing desirable apprentices is to install a cost system. The printing trade as a whole has not been one of any great attraction to the boy on the lookout for his life-work. There have been too many failures and too many poor printers (in both senses of the word). There has not been sufficient tangible evidence of prosperity to hold before him as a goal for his endeavors. The boy looks on the neat, prosperous grocer, druggist or business man and immediately decides to be one of their number. Install your cost system, make a little money, show it in your dress and manner of living, have a bright, clean place to work in, and you will attract more of the kind of boys you want.

Another thing that will help the boy and in turn help you is this: do for him as my employer did for me, open your heart and pocketbook and give him *THE INLAND PRINTER* for a year. Charge it to overhead expense, if you will, but give it to him. If he is the right kind of a boy, he can not help being interested, and if he is sufficiently interested to take advantage of the contests and criticisms offered him and to subscribe for it himself the second year, he will be worth helping.

Another question is, "What about the apprentice's contract?" It is good, the most of it. Everything but the

wage clause is good. Why not pay your boys like you feed your horses? When they work hard, feed more. The idea of telling a boy four years in advance how much he will be worth, and when he will be promoted, is what sticks in the craw of most of us. It takes away all incentive for extra work and study. It takes away all the pleasure from a promotion or raise. The unexpected boost is always the one you appreciate most. And then, are you going to class the boy who takes a trade-paper, the I. T. U. course, and who works and studies for his trade, with the shiftless, know-nothing, care-nothing boy? You will surely lose one of them, but which one; the one kept down or the one boosted above his actual worth? And yet you say it is hard to get good boys.

Then take care of the few you have, for where one good boy is another will come.

By way of apology let me say that it may seem extremely bold of me, an apprentice, to undertake to say these things; but even if it is, I have only taken advantage of an opportunity given to express myself on this subject, which is as vitally interesting to me as it is to any employing printer.

J. GLENN HOLMAN.

Compiled for *THE INLAND PRINTER*.

INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

BY OUR SPECIAL CORRESPONDENT.

GREAT BRITAIN.

AN inventor from New Zealand has been showing a machine in London which folds, wraps and pastes periodicals ready for mailing. An attachment is said also to do the addressing.

BECAUSE of the raises in wages, shorter work-day and the higher cost of material, the Master Printers' Association of Newcastle-on-Tyne and District has unanimously decided to advance the prices of printing.

THE British Museum contains over four million five hundred thousand books, and the manuscript catalogue listing them comprises three thousand folio volumes, while a recently printed catalogue extends to six hundred volumes.

THE chief minister of Népaud, India, has sent to Oxford University seven thousand manuscripts in Sanskrit. Very many of them have not as yet been deciphered. Most of them are written upon palm leaves. The university has undertaken the study of these writings, and their publication by photographic processes.

DESPITE the protests of many employing printers of London who adhere to the fifty-two-and-one-half-hour week, the governmental authorities adhere to the dictum that fifty hours is a "fair" week's work, and is to be considered as such in the giving out of official printing. About eighty per cent of the trade in London now recognize the fifty-hour week.

PERHAPS the most prized stamp-printing plate known of is that from which an early issue (1847) of Mauritius stamps was printed. It is in the possession of a noted English collector of stamps and is valued at \$25,000. Of the stamps printed from it but twenty-four copies are recorded as being in existence. In 1904 the King of England paid close to \$7,000 for an unused copy of this issue. The year before \$13,000 was paid for two stamps which were still on the envelopes.

WITH the beginning of its Volume 72, on January 2, 1913, the *British and Colonial Printer and Stationer*, which is now in the thirty-fifth year of its publication,

took occasion to reduce its page size and to add a colored cover. It had hitherto the largest format of any graphic-arts periodical. The new size is, of course, much handier than the old, which was quite unwieldy, yet it is still too large for really comfortable handling. It is much to be regretted that the publishers were not aware of the propaganda being made by a German association for the universal adoption of a standardized series of book and periodical formats. If they had, this greatly esteemed contemporary would doubtless, while about it, have been changed to a size selected from the new standards.

JANUARY 4 was the centenary of the birth of Sir Isaac Pitman, who invented a system of shorthand and did more perhaps than any one else to further the practice of phonography. His system and several variant imitations of it have now the most widespread use. He brought simplicity and order into the art of shorthand writing, which before his day had been complicated and difficult to acquire. While Sir Pitman did such great work for this art, he had as large, if not a larger, interest in the improvement of English spelling, to which he devoted much thought, energy, time and money. His studies in orthoepy and phonography quite naturally impelled him as a thinking and progressive man, to take up phonetics and the question of spelling scientifically. The attention he gave to the construction of a phonetic alphabet had a widespread influence upon other and later coworkers in this field, and without doubt much of what he proposed will eventually prevail. Sir Isaac Pitman was for fifty-two years editor of the *Phonetic Journal* and was publisher of many books on phonography and phonetics. He died on January 22, 1897. His sons continued the business he established. They have just published a "Life of Sir Isaac Pitman," written by Alfred Baker. This is illustrated by a portrait of the subject, after a painting in the National Portrait Gallery in London.

GERMANY.

A PROFESSOR of the technical-high school at Braunschweig claims to have discovered that the asparagus plant contains a long, white fiber which is available for textile and papermaking purposes.

ALEX. STADTHAGEN, president of the German Foremen's Society and editor and publisher of the *Die Graphische Welt*, died on January 6, aged sixty-five. It had been intended to celebrate, on January 17, his golden jubilee or fifty years of connection with the printing trade.

SOME technicians at Munich propose a magnetized bed for presses, to stop the raising of spaces, quads and leads in forms. No doubt they forget that the latter material is not made of iron or an iron alloy. Type-metal is not attracted by the magnet.

A COMPOSITOR at Magdeburg (Gustav Schulze) was given a medal of honor recently for the heroism he displayed in the timely rescue of a child from being run over by a rapidly moving express train. The railway management added to this by presenting him a substantial gift of money.

THE *Journal für Buchdruckerkunst*, published in Gross-Lichterfelde, the oldest printing-trade paper in the world, began its eightieth volume with 1913. And the *Korrespondent für Deutschlands Buchdrucker*, the organ of the employees' unions, at the same time began its fiftieth volume.

THE municipal government of Cologne appropriated 10,000 marks (\$2,380) last year to pay for advertising the importance and attractiveness of the city. For 1913

the appropriation has been increased to 80,000 marks (\$19,040). It will be expended on home and foreign journals, post-cards, letter-sealing stamps, posters, circulars, etc.

AS STATED in its yearly report, the German Master Printers' Association had 4,596 members at the close of 1912. These had in their employ about fifty thousand out of the seventy thousand workpeople in the printing business. During the year 278 new members were added, while 439 resigned, making a net loss for the year of 161 members.

ON December 2, 1912, the Berlin printers and type-founders' union celebrated its fiftieth anniversary. It started in 1862 with fifty-three members; at present it has over twelve thousand. The hall in which the celebration was held accommodates six thousand persons, but was found not large enough to allow all to enter that wished to join in the event. A second celebration was therefore held later for those who failed to get to the first.

THE city council of Elberfeld in October last had decided upon establishing a municipal bindery. Against this strong opposition was raised in the bookbinding industry. At a meeting of the Progressive People's party the cause of the binders was taken up, and a vigorous protest caused the project to be rescinded. It was also brought about that in future only such bookbinding firms as paid union wages and recognized union conditions would be permitted to bid on work for the city.

THE judges of a prize contest for the best poster for advertising the great International Book Trades and Graphic Arts Exposition to be held in Leipsic in 1914, awarded 1,500 marks (\$357) to Erich Schilling, of Suhl, in Thüringen. The second prize, of 1,000 marks (\$238) went to Karl Mugaly, of Bielefeld, and two third prizes of 750 marks (\$178) each to W. H. Deffke, of Berlin, and Georg Pretter, of Leipsic. There were over six hundred entries, which were placed on view in the Buchgewerbehaus at Leipsic, December 5 to 18 last.

ONE of the craft journals records a list of forty more or less severe accidents which occurred in Germany to workers at cylinder presses during the month of October last. A later list notes thirty-three accidents at platen presses in November. These lists are not uncommon ones. They lead one to wonder if persons working at presses in the United States meet with accidents to the same large extent. So far but little has been heard on this point in America, and no records are made. The laws in Germany are strict regarding the duty of reporting accidents at machines. Accident-preventing appliances must be attached wherever possible, yet the mishaps continue to occur—and often extremely severe ones.

It appears that unionism in a number of trades in Germany is complicated by the introduction of religious factors. We therefore find among the workmen "Christian" trade societies. Concomitantly we note discord between such as adhere to different faiths, such as Roman Catholic, Lutheran, etc. The Pope has recently had occasion to issue an encyclical on this matter, which seems to add fuel to some flames that have appeared. As an instance of discordancy resulting from the mixing up of dogmatic religion with trade-unionism, there may be cited the recent trouble in a certain mining district. Here the miners belonging to the "Christian" labor society, numbering some ten thousand, went out on a strike. The "free" (or non-church) labor societies resolved to follow their lead. But the "Catholic" societies, which have some twelve thousand members, refused to take part in the

strike. Reports as to the outcome of the contention are not yet at hand. There are also some "Christian" and some "Catholic" printers' unions. It really seems unwise to let religious cults thus interfere with unionism; many employers will surely gloat over the discordancies they brought about between unions. This state of things is perhaps greatly due to the fact that there are also unions which are out and out Socialistic, the cult unions being organized to counteract their influence. Therefore, the International Typographical Union of America is to be commended for excluding sectarianism and socialism. An ascendancy of either would be sure to disrupt it.

FRANCE.

THE union compositors in Paris have recently obtained a wage advance from 7.20 francs to 8.10 francs per day of nine hours. A large number struck for 9 francs per day, but their contention is not well supported by their colleagues. A piece rate of 85 centimes per thousand letters was also secured.

THE last Christmas issue of *L'Illustration* (Paris) surpassed all its predecessors. It contained 112 pages, of which over 70 were illustrated by three-color prints or photogravures. Rembrandt's painting of "The Man in Golden Armor," now in the Berlin Museum, was reproduced as a supplement.

THE Marinoni Press Manufacturing Company, of Paris, has secured the patent rights for all Europe outside of Germany, for the Mertens rotary illustrating process, and has started a branch corporation, "Photogravure Rotative," with a capital of 200,000 francs, to exploit the process and its machinery.

PETER BAILLY, founder of *La Croix* (over thirty years ago at Paris), died recently, at the age of eighty. He started a printing-office, under the name of "Bonne Presse," and developed it until it had over four hundred employees. About 1899 he organized a Catholic printers' union, which still exists. He was the son of a printer.

HOLLAND.

EARLY in January the compositors of twenty offices in Amsterdam went out on strike to enforce a demand for a new scale of wages, in consequence of which the newspapers appeared in reduced form, some not at all. In a few instances the employers gave in immediately.

TO ADD to what has been reported elsewhere about religion entering into workmen's unions, it is to be noted that there are no less than four national organizations of printing-office employees in Holland. These are the "Algemeene Nederlandsche" (neutral), the "Christelijke" (Protestant), the "Katholieke" (Catholic) and the "Onafhankelijke Typografenbund" (Independent Socialistic). The Algemeene is the strongest, having about five thousand members—compositors, pressmen, binders, stereotypers and typefounders. This society also does the most to secure the better training of workmen. Its branch at Amsterdam maintains each winter courses of instruction for compositors and pressmen, which, though now modest in extent, are expected to increase in importance in the near future.

AUSTRIA.

THE printing-office of Carl Fischer (formerly Ferd. Ullrich & Sohn), at Vienna, became a century old on November 20 last. The event was duly celebrated. The present proprietor is Frau Marie Fischer, whose grandfather founded the business.

A STRIKE in the litho and chemi graphic trades at Trieste, after lasting seven weeks, was ended by an agree-

ment upon a new wage-scale, which is to be operative till March 31, 1915. In addition to a series of advances in wages, the day's work is fixed at eight and one-half hours after March 1, 1913; lithographers work only eight hours. Piece, bonus and home work are done away with entirely. Overtime before 9 P.M. is paid for at an advance of thirty-five per cent, after that hour at a fifty-per-cent advance. Seventeen holidays in the year are paid for.

SWEDEN.

THERE will be a "Baltic Exposition" at Malmö in 1914, at which the graphic arts are expected to be represented in large measure.

THE city of Stockholm has granted the local school for book trades the sum of 12,000 kroner (\$3,216), out of the funds appropriated for the city's schools. This grant, however, covers a three-year period—3,000 kroner for 1913, 4,000 kroner for 1914 and 5,000 kroner for 1915. A proviso connected with it is that there must be day as well as night courses of instruction, also that a like sum must be raised from private sources.

HUNGARY.

THE oldest journal of Hungary, the *Pressburger Zeitung*, published at Pressburg (whose Hungarian or Magyar name is Pozsony), with this year began its one hundred and fiftieth volume. It was started July 14, 1764. It now issues morning and evening editions.

ON January 5 the association of printing-office proprietors at Budapest gave a feast and banquet in honor of Sigmund von Falk, because of his having reached the seventieth year of activity in the printing trade.

BALKAN STATES.

THE book and newspaper offices in Bulgaria, Serbia and Greece have had a hard time of it during the present war against Turkey, having to work short-handed because so many employees are in the armies. A lack of paper supplies was also encountered, as the railways were too busy transporting soldiers and the materials of war to give much attention to the transportation of paper and other goods. Newspapers still manage to appear, but book and job printing offices are practically at a standstill.

BELGIUM.

THE typesetters employed by the firms, A. Vanderborght & Dumont and Van Loey-Nouri, demanded a shortening of working time to nine hours daily and increase in the hour wage-rate to 95 centimes (18½ cents). As their wishes were not granted they struck. After eight days the latter firm gave in. At last accounts no agreement had been reached with the other firm.

JAPAN.

A FACTORY is being erected at Kagi to produce paper from bamboo. Two complete outfits of machinery were ordered from a construction firm in Edinburgh, Scotland. There is apparently no limit to the raw material, and the paper produced from it is said to be of excellent quality.

DENMARK.

FOR a small land like this, the Copenhagen daily *Politiken* had a record edition on December 15, 1912. It was issued with fifty-two pages and for its sixty thousand circulation required fifty-one rolls of paper.

RUSSIA.

A LONG-PLANNED school to perfect compositors, both male and female, in their trade, has been established at Reval.

APPRENTICE PRINTERS' TECHNICAL CLUB

NO. XXVIII.—BY W. E. STEVENS,
Assistant Instructor, Inland Printer Technical School.

This department is devoted entirely to the interests of apprentices, and the subjects taken up are selected for their immediate practical value. Correspondence is invited. Specimens of apprentices' work will be criticized by personal letter. Address all communications to Apprentice Printers' Technical Club, 624-632 Sherman street, Chicago.

The Evolution, Invention and Progress of Printing.

(Continued.)

Perhaps it will never be known just when, where, or by whom wood-block printing was first practiced. The evolution from the written manuscript to block printing, and from block printing (called xylography) to typography, came about so quietly that each change is shrouded in mystery. Some historians claim that printing on paper from engraved wood-blocks was introduced into Europe by

raphers. It is probable that Italy was the first European country to produce wood engravings for printing playing-cards, but Holland and Germany soon applied the art to better ends.

The oldest dated image print that has ever been found is the print of "St. Christopher" which is reproduced on this page. It was discovered in Suabia, Germany, pasted inside the cover of an old manuscript volume found in the library of the ancient convent—the Chartreuse—of Buxheim. The original is 8½ by 11¼ inches in size, and is dated 1423. The inscription is as follows:

Christoferi faciem die quacunq̃ tueris. Millesimo cccc.
Nā nemp̃ die morte mala non morieris. XX^o tertio

In whatsoever day thou seest the likeness of St. Christopher,
In that same day thou wilt at least from death no evil blow incur.
1423.



The print of St. Christopher. Engraved in the year 1423.
(Size of original, 8½ by 11¼ inches.)

According to a favorite legend of the Middle Ages the print represents St. Christopher fording a river with the infant Christ upon his shoulders. He has staggered under his burden, and at this the child is quoted as saying: "Wonder not, my friend; I am Jesus, and you have the weight of the sins of the whole world on your back."

Many other equally as interesting old image prints have been found, all of a religious nature, among which are the "Annunciation," representing the Virgin receiving the salutation of the angel Gabriel; the Flemish "Indulgence Print," depicting the suffering of Jesus, and the "Brussels Print," showing the Virgin holding the infant Christ, and surrounded by St. Barbara, St. Catharine, St. Veronica and St. Margaret. The prints were of many sizes, some being no larger than a common playing-card, and, generally speaking, they were colored after the printing was done—either by painting or stenciling.

As works of art they are grotesque and valueless, yet they were gladly received by the common people. According to De Vinne "the putting of the image print on the wall of the hut or the cabin was the first step toward bringing one of the attractions of the Catholic Church within the domestic circle. It was the erection of a private shrine, an act of rivalry, pitiable enough in its beginning, but of great importance in its consequences. For it was the initiation of the right of private judgment, and of the independence of thought which, in the next century, made itself felt in the formidable dissent known in all Protestant countries as the Great Reformation."

Then, out of the popularity of the image prints grew the block-book industry. Engraved wood-blocks solved the problem of producing books to suit the purses of the

the Chinese, but of this we have no accurate records, the claims being mostly conjectures. We do know, however, that block printing was widely practiced in Europe in the early part of the fifteenth century, and that the productions at first were mainly playing-cards and religious pictures—"image prints" as they are known to bibliog-

people. Some were without text, consisting of full-page pictures with explanatory lines engraved thereon or cartouches coming from the lips of the figures, making them appear to talk, as we see in present-day cartoons; others were arranged with full-page pictures on one side and solid text pages on the opposite side. Block-books were manufactured in large quantities both before and after the invention of typography, but after typography had gained recognition their use ceased. Many printers in

of Eve"; in the center is the "Annunciation," and at the right is "Gideon with the Fleece." This edition was one of the last printed from blocks in Germany.

(To be continued.)

"System of Apprentice Instruction in the Manila Bureau of Printing."

The above head is the title of a booklet which we recently received, explanatory of the Leech system of vocational training, originated by John S. Leech, Director of Printing, and successfully applied in the Government Printing Office of the Philippine Islands.

The Bureau furnishes all the printing and binding of the Philippine Government, and certain work for local stations of the United States Army and Navy. The plant is valued at 1,000,000 pesos. Of the workmen, ninety-four per cent are Filipinos, and of this native element apprentices constitute 63.63 per cent. In 1902 the force was all-American, but now Americans act only in a supervisory capacity. The following extracts have been taken from the booklet:

"The principle of the instruction imparted in the Bureau of Printing is to form a systematic and coordinate sequence, and, to accomplish this, all the operations of each trade are divided into specialties and subspecialties, which are segregated into classes in the order of their relative importance.

"Fifty-five specialties and 265 subspecialties are taught in the auxiliary trades of engineer, machinist, and electrician.

"The specialties of each trade are distributed over seven periods, or four years in all. During the first three years (six periods of six months each) the student is designated as an 'apprentice' and in the final period of one year he is known as a 'junior craftsman.' This provides ample time in which the student may familiarize himself with each specialty of the trade. It is not contended that within that time a superior workman can be evolved from the crude material, but the four-year period of systematic instruction has proven adequate for turning out workmen who have assimilated a general knowledge of all the specialties of their trades. Graduate apprentices are also given opportunities to demonstrate their fitness for the positions of copy editor, proofreader, work-order writer, computer, estimator and such other assignments as require workmen of wide experience. A comprehensive technical reference library, available to all, affords an excellent medium for self-education in office administration and organization, the relations of the various printing trades to each other and the physical qualities of the more important printing-office materials. The value of the information contained in this library is impressed upon the mind of the apprentice, and he is urged to consult it freely.

"The first class period of six months is considered ample in which to determine an apprentice's fitness for the trade to which he has been assigned. If he shows inaptitude, particularly with respect to mechanical details, he is advised to seek other fields of labor. Justice to the employee as well as to the employer demands frankness in a matter that influences the formative period of a boy's life. If an apprentice demonstrates aptitude during his first class period but is unable to qualify for promotion within the prescribed period of six months, he is retained in the class until he has thoroughly mastered the specialties in that class period. The extension, however, in no case exceeds three months. If, after three months' exten-



First page of the Walther & Hurning, Nordlingen, edition of the *Biblia Pauperum* (Bible of the Poor).

many cities and towns were engaged in this work, and popular editions were taken up and reprinted by rivals with no consideration of the rights of those who first issued them.

A few of these famous old block-books are the "Apocalypse" of St. John, containing forty-eight leaves, printed upon one side only of each leaf; "The Canticles," consisting of sixteen pages; the "Ars Memorandi," consisting of thirty pages, and of which eight editions are known; the "Donatus," or Boys' Latin Grammar, written by Aelius Donatus, a Roman grammarian of the fourth century; and the "Speculum Salutis."

But the most famous and most creditable specimen of early block-book printing is the "Biblia Pauperum," or Bible of the Poor, of which six distinct typographic editions are known. It was printed both in Latin and German, the first edition supposedly being in Latin and produced before the invention of typography. The Germans, however, claim that they produced the first edition.

On this page is a reproduction of the first page of an edition brought out at Nordlingen, in Germany, in 1470, by Walther & Hurning. On the left is the "Temptation

sion, an apprentice fails to qualify for promotion, he is separated from the service.

"In the Bureau of Printing the attitude of a craftsman instructor toward an apprentice is similar to that of a teacher and pupil in a school. The instructor instills into the mind of the student the importance of exerting every effort toward attaining efficiency. The apprentice is given a scheduled task and shown the proper manner in which it should be performed.

"Strict discipline is maintained at all times. Upon entrance each apprentice is given a pamphlet containing the office rules. Infractions of the rules and cases of carelessness and insubordination are made a matter of record. Verbal reprimands by craftsmen instructors are not permitted. Adverse reports in the form of letters of reprimand are sent to the offending employees, who are given opportunity to make statements in their own behalf. Adverse reports are also made in cases of errors which are manifestly due to carelessness or inattention. These reports are filed, and when the employee's efficiency record is compiled a deduction is made for each. Letters of commendation are given to apprentices for exceptionally meritorious work.

"For the information of all employees—apprentices, junior craftsmen, and craftsmen—a comprehensive list of technical terms and definitions peculiar to each trade is posted in a conspicuous place, and is accessible at all times. With these definitions, printed instructions are also provided relative to the performance of more intricate operations of each trade. Each apprentice is orally examined by his foreman as to his knowledge of such terms and definitions, and none is promoted who does not possess information to the extent of securing a passable rating.

"Apprentices are selected for appointment from lists of eligibles certified by the Bureau of Civil Service of the Philippine Government. In making selections, physical as well as educational qualifications are taken into consideration.

"Apprentices are rated on quantity of work; quality of work; aptitude and adaptability; habits, character, and conduct; and attendance and physical condition. Promotions from one class to another are made when the apprentice has qualified in all the specialties included in his current class. The recommendation of the foreman is accepted as proof of fitness, being based on daily observation of the quantity and quality of the work of each apprentice, which renders further examination unnecessary.

"The success which has attended the technical training of apprentices in the Bureau of Printing has demonstrated beyond peradventure that the application of *system* to vocational training will produce efficient workmen in any of the skilled trades."

Contributions.

The first apprentice to contribute to this subdepartment is J. Glenn Holman, of Findlay, Ohio, whose name should by this time be familiar to our apprentice readers. Glenn submits a one-thousand-word article on the apprentice question; an encomium of paper, and the following suggestion:

SUGGESTION FOR SCRIPT CASES.

Having no use for the logotype boxes ff and fi in the script cases, use them for the commas and periods having descenders, thus keeping them separate from the regular commas and periods and saving time hunting for them when they are needed.

The contributed article referred to is a discussion of *facts* about the apprentice question. It appears this

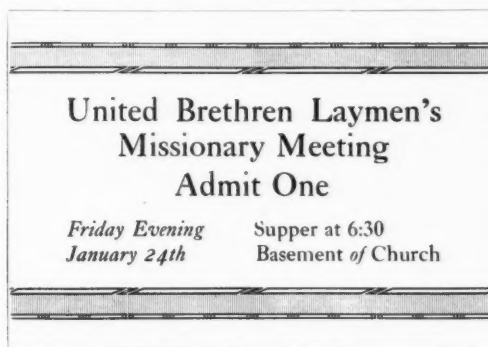
month in the Correspondence department of THE INLAND PRINTER. The encomium of paper will in some future issue be given a prominent position in a displayed form.

Surely this ought to be an incentive to other apprentices to submit articles and suggestions. J. Glenn Holman has started to make a name for himself, and you have the same opportunity to get your name before the public—grasp it!

Criticisms.

Specimens submitted this month are herewith acknowledged and briefly criticized in accordance with the scheme of this new subdepartment. Apprentices should remember that aside from being acknowledged in these columns all specimens are criticized in full by personal letters.

J. GLENN HOLMAN, with the A. B. Doerty Printery, Findlay, Ohio.—Congratulations on your excellent specimens. The "Trier"



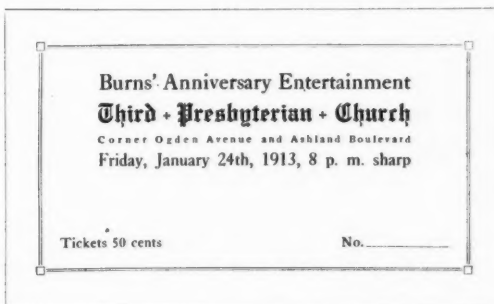
A pleasing ticket by J. Glenn Holman, Findlay, Ohio.

card could be improved were a little more white space allowed in the center. Your "Missionary Meeting" ticket we have reproduced herewith.

HARVEY J. RAY, with W. S. McAdoo & Co., St. Louis, Missouri.—Your specimens are very neat and pleasing. Avoid elaborate rulework—it detracts from the legibility of the type lines.

FRANK V. TAYLOR, Denver, Colorado.—We agree with you that letter-head No. 2 is an improvement. No. 1 seems rather too heavy and bold for the stationery of a clothing concern.

CHAS. SCHWOERER, with H. H. Hoffman & Co., Chicago, Illinois.—Your work admits of no suggestions or corrections. The "Burns' Anniversary" card we have reproduced herewith.



A ticket submitted by Chas. Schwoerer, Chicago, Illinois.

HUGH L. PLUNKETT, with the Bridgeport Sunday Herald, Bridgeport, Connecticut.—The ads. are, on the whole, very pleasing. Avoid as far as possible the use of condensed and extended type-faces in a design, as they do not harmonize in shape.

ROBERT L. HARTFORD, with the Blair Murdoch Company, San Francisco, California.—The ticket design is quite pleasing. The proportion of the warm color—red—is rather large and we would suggest a shade and tint of a cold color—green, blue or violet.

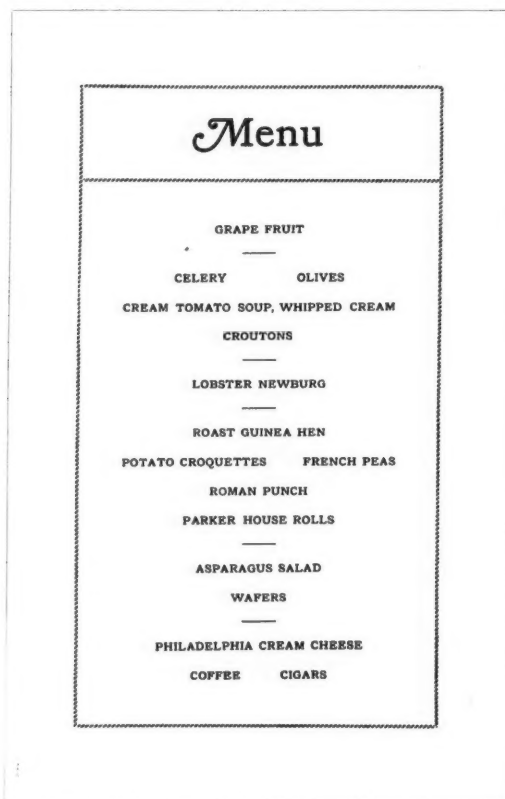
DAVID STEUERMAN, Brooklyn, New York.—Specimens are very good. Care should be taken to select contrasting type sizes so as to bring out the main lines prominently.

F. ALBERT MARSCHALL, student in the State Trade School, of Bridgeport, Connecticut.—The outing program could hardly be improved upon. It is an artistic piece of work.

ROBERT E. BURKE, with the Myers Printing Company, Pittsburgh, Pennsylvania.—Your specimens conform in every way to the principles of shape harmony, tone harmony, balance and simplicity.

OLIVER J. MOORE, with the Law Reporter Printing Company, Washington, D. C.—Your entry in the *British Printer* cover-page contest is excellent. We trust you will win a prize.

WILLIAM METZ, with Smith & Thomson, Brooklyn, New York.—The ticket is very neatly displayed. No suggestion to make.



Menu page by Reinhard F. Voelker, Williamsport, Pennsylvania.

REINHARD F. VOELKER, with Grit Publishing Company, Williamsport, Pennsylvania.—The menu in red and black is decidedly neat and pleasing. It is reproduced herewith.

CARL C. STURGES, with the Charter Oak Times, Charter Oak, Iowa.—The blotter is very interesting. Avoid spacing too widely between words.

The Denver Monthly Contest.

The results of the regular monthly contest held for apprentice members of Denver Typographical Union, No. 49, were as follows:

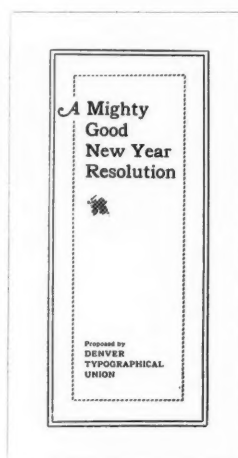
First Place—Frank Lindquist, with the Smith-Brooks Printing Company.

Second Place—Ray Frey, with the Carson Harper Printing Company.

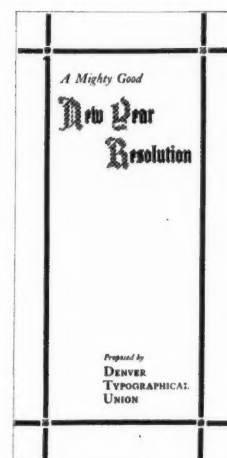
Third Place—John Coursey, with the Carson Harper Printing Company.

Fourth Place—Norman P. Geyer, with the Smith-Brooks Printing Company.

For winning three times in the last year Frank Lindquist drew an additional prize of \$10 given by the union.



First Place.
Frank Lindquist.



Second Place.
Ray Frey.

The first and second place entries are herewith reproduced. Originals were in two colors—black and red-orange.



The engraving shown here is a reproduction of the "Certificate of Excellence" which "The Inland Printer" gives each month to apprentices submitting the best typographical specimens of their own work. The certificates are 5 by 8 inches in size, printed in black, red and gold on Japan vellum. Each winner's name and the month of issue of the certificate is hand-lettered in all cases. This authoritative and tangible evidence of an apprentice's diligence and ability is intended to encourage a true spirit of emulation in good craftsmanship, and to be helpful to the recipients and a source of gratification to them in after years.

Certificates were issued to the following for the best specimens submitted for the month of January:

F. Albert Marschall, student, State Trade School, Bridgeport, Conn.

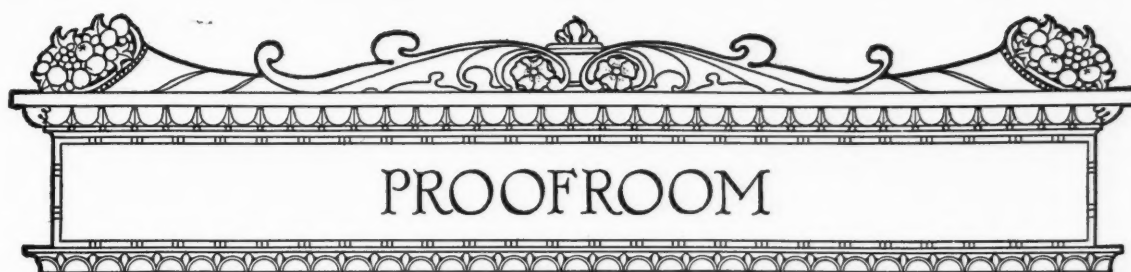
J. Glenn Holman, with the A. B. Doerty Printery, Findlay, Ohio.

Charles Schwoerer, with H. H. Hoffman & Co., Chicago.

EASILY PLEASED.

Gabe—"What is an optimist?"

Steve—"An optimist is a cross-eyed man who is thankful that he isn't bowlegged."—*Cincinnati Enquirer*.



BY F. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

Lower-Case Words in Head-lines.

C. G. A., Chicago, asks: "What words are lower-cased in head-lines? What is the grammatical rule? Should captions be treated likewise?"

Answer.—All unimportant words, both in heads and captions. There is no established grammatical rule. People vary in their opinions of importance in words, so that practice varies greatly.

Any One, Not Anyone.

H. A. S., Philadelphia, asks: "Is anyone, as one word, correct? If so, why is it not given in the Standard Dictionary?"

Answer.—Any one is the proper form; the term is two words, not one, just like any man, any book, any anything. That, of course, is the reason why it is not in the Standard Dictionary or any other except the Webster's New International, where it is said to be commonly written as two words. Some people have written and do write anyone, someone, but why they do so is beyond a guess. No one ever wrote noone. No one who writes correctly will ever make any of these terms anything other than two separate words. Other errors of this kind are not uncommon. Many people seem to think it correct to write alright instead of all right, and Gould Brown insisted in his big grammar that instead was only an error for in stead. Americans always make forever one word, while many if not most British people make it for ever. Strange to relate, those who most strenuously prescribe oneself in place of the correct one's self are the etymologists, the very ones who should most strongly support the use of the proper form.

Proofreading on Job-work.

C. P. R., Philadelphia, writes: "I marked the resetting of some display-lines of a job, and the compositor who had set the job questioned my authority to do so. He said that some one had written to the editor of THE INLAND PRINTER for an opinion, and had been told that a proofreader only had authority to mark typographical errors, but could make suggestions to the compositors. He claims that the authority to have the compositor change the style of setting a job rests solely with the foreman. My idea is that a proofreader should always be a practical printer, with enough ability to know how to set a nice-looking job, and he should mark the changing of lines in a job if said changes would improve the looks of the job."

Answer.—This is a matter peculiarly dependent on local conditions. Speaking generally, the proofreader on job-work, with no explicit instruction except to read the proof, has no final authority beyond the mere correction of typographical errors. Matters of style in display, choice

of type, etc., are subject to no authority save that of the foreman, who in turn must act on instructions from still higher authorities if they order anything special. A man on accepting a place as proofreader on job-work should make a special point of understanding at the start just what the foreman desires him to do. Under any circumstances the proofreader may suggest change of type, but he should make his suggestion to the foreman, not to the compositor. No matter how well fitted any one may be, those for whom the work is done may have other preferences, and these are necessarily to be followed. Authority to order changes of display may be given to the proofreader sometimes, but he should never assume such authority without explicit instructions.

Editorial Proofreaders.

Subordinate, Cleveland, Ohio, writes: "I am interested in your remarks in January issue about editorial proofreaders. Are there really any, and what sort of positions do they occupy. A magazine of good standing has this remarkable sentence: 'And to whom could I better make this expression? Than to you, my old friend, to whom I have always given . . . the circumstances affecting me for good or ill.' The same periodical has systematically spelled a well-known word *clîentèle*. I'm reminded by this of a certain editorial proofreader who had final supervision of a mathematical work which, when offered for sale, was found to contain the word 'isoseles' all through its pages—not once given 'isosceles.' Another case is of a man who being asked about a certain flock of birds that had appeared in the neighborhood, on hearing a description said: 'Oh, you mean grackos!' 'Grackos,' said his questioner. 'How do you spell it?' 'Why g-r-a-c-c-h-o, of course.' These editorial beings had evidently never met the common grackle, either in print or afield. I did not enlighten them.

"A present-day monthly has 'a woman's water-proof,' steam-boats, steamships (one word), eye-lid, amid-ships—hopelessly antiquated. A recent heading in an influential daily paper reads: 'Bull-Moosers cast their anchor to the winds.' Sailors do this so often—some days they play ball with the anchor! A New York paper reports: 'In Bowling Green, at the height of the storm, navigation was full of peril for man and beast.' Perchance there are 'cubs' about. A bit of fervid description came to me in proof a week ago: 'He could delicately caress tone-perfumes from his violin.' Yes, we all love to caress a perfume. Farther on in this production the same violinist 'read music as quickly as the average man his newspaper'! Wonderful!—I would prefer staff-hieroglyphics to some newspapers.

"All these things (and hundreds worse) daily pass editors and proofreaders. Now I maintain there's no real

classification into 'editorial' readers and others. A few are sharp and well-posted—many are dull-witted. One man high on a dictionary staff habitually uses *indispensible*. The person who read A. J. Beveridge's article in a noted weekly and let go in all its two million copies 'So, like Daniel Boone, he can go long bay himself,' instead of instantly making it 'along by himself,' is an editorial proofreader—they have no others. Even the office-boy scored on the high-brow when he pointed out in a lately published story that the heroine cast on a desert isle wades barefoot through the text, but is plentifully supplied by the artist with white canvas shoes.

"We all till the same plot. Some get down to subsoil, others scratch the surface. Credit the man with fewest weeds in his garden."

Comment.—Yes, proofreaders and editors are human. They are of three grades—good, bad, and indifferent. Some people would find no difficulty in recognizing a critical reader as an editorial reader, but the idea is not uncommon that a proofreader is simply one who makes the print read just like the copy. Editors have told me they would not allow any proofreader to do anything else.

Written for THE INLAND PRINTER.

THE SPECIOUS PLEA OF TENDENCY.

BY F. HORACE TEALL.



ONE of the commonest assertions about matters of form in language is that "the tendency" is toward some certain (or often uncertain) practice. In regard to punctuation we are told the tendency is to use as few points as possible. As to uniting words as compounds, almost everybody who likes to have the least trouble says there is a tendency toward rejection of hyphens. The same defense is offered for laxity as to capitals, and in other cases.

While we desire to protest against this lazy dependence on tendencies, in favor of a reasonable amount of action based on principle, the strongest objection to the common plea noted above must hinge on its speciousness. In most of these matters inclusive of much detail the assertion of tendency has an amount of truthfulness that goes far toward its justification. But that amount can never be a fixed quantity. It is fugitive, evanescent, changeable, sometimes taking one direction, sometimes another, but usually indeterminate, unprovable. It is the existence of common resort to such a plea that elicits this protest. Proofreaders need something more substantial for their support in making corrections, something authoritative, and the truly authoritative decisions are always based on principles.

One of the commonest tendencies of human nature is to conform to the line of least resistance; in other words, to act without thinking sufficiently. This is especially true in regard to such things as forms in language, and especially worthy of avoidance by proofreaders. It seems worth while to instance some results of lack of thought and of hasty conclusion.

Some time ago a letter was received by the writer from a man who objected to the word parenthesis as the name of the curved signs. He wrote: "I have always supposed that the words enclosed constitute the parenthesis, and that parentheses may be enclosed with curved lines or with dashes or commas, according to the writer's taste. In Webster's Dictionary the definition is practically as I have given it. I have no other dictionary by me, but I suspect

that in this matter others agree with Webster." He was properly informed of the original sense, but failed to see that his dictionary gives the other sense also, which he could hardly miss if he began at the beginning in his reading, as the definition he did see is preceded by a figure 1, which indicates clearly that there must be a 2. Every dictionary contains the other definition. Parenthesis originally meant the words, and so also did comma and colon. He might just as well try to restrict any one of these words to the rhetorical or prosodical meaning as to combat the other use of parenthesis. This is one of the cases where universal usage has established a word so that it can not be disestablished.

Proofreaders need, as much as any one, not to assume that they have full knowledge of anything when they have learned only half of it.

Here is another example of unsupported dogmatism, not from a proofreader, but expressed by an editor, who evidently thought he knew such matters. It was an answer to a letter to the editor, printed in 1890. "Tireless is not to be found in any good dictionary, because it is not a proper word to use. It is about as grossly improper a word as ignorance or carelessness ever coined, and should have no place in the speech or writings of those who profess to use the English language." This reveals an old tendency, now outlived, or nearly so. Up to the time of its writing almost nobody would admit that a word could be good if it was not in the dictionary. For some reason, tireless was not in any good dictionary until after 1890, making its first dictionary appearance in the Century Dictionary in 1891. Nevertheless, tireless had been in good use long before that, and is as good a word as ceaseless or exhaustless, against which even that editor would probably never have said anything.

One dictionary has utterly reversed the policy shown in former editions in its treatment of compound words, alleging that for a long time usage has favored the omission of hyphens as far as possible. Since that reversal another revision has been made, producing practically a complete new work—and beyond question an excellent one in every respect except that it leaves the writing of compound words in utter confusion. Its makers refused to admit hyphens with any approach to system, on the plea that they did not wish to reverse their policy! Such reversal would have been merely a return to good policy from which they had been foolishly persuaded to depart, but a reason which had not then been a sufficient restraint was powerful enough this time.

Now, it is not a matter of positive knowledge, but it may easily be true, as heard, that the first reversal of policy was made at the solicitation of the printers of the dictionary, who are also large publishers. Whether that was so or not, those publishers do not conform to that dictionary in their own books. In fact, it is simply impossible to learn in full the forms preferred in the dictionary, and the only way for a proofreader to follow it always would involve his looking up every doubtful term every time, for he can not work analogically without conflicting with the dictionary. For instance, when he finds that story-writer is given with a hyphen, would he not naturally have letter-writer hyphenated also? If he does use a hyphen in one because it is in the other, he does not follow the dictionary, because it has story-writer and letter writer; and this unreasonable difference is only one of many like it.

The one tendency of usage that can be proved as to compounding is now, and always has been, lack of system. Every dictionary ever made, except the one spoken

of above, shows use of the hyphen, in varying degrees of system, and books have always shown confusion, just as they do now. Extended and close study has convinced the present writer that attainment of any degree of comfortable agreement can be had only through a considerable systematic use of hyphens.

System based on principle, regardless of tendencies, is the only means of such attainment in any matter of language form.

Written for THE INLAND PRINTER.

THE USE OF CAPITALS.

BY W. P. ROOT.



Ordinary typography there is no feature in which is seen a greater variety of taste than in the use of capital letters. I use here the word "taste" in an accommodated sense, for I really mean a lack of it. I was reminded of this to-day when called on to look over the manuscript of a one-page advertisement for a firm in Detroit. The firm wanted us to follow copy very closely, and so I felt that I had no right to make any suggestions. The writer of the advertisement is one of a type I have long had in mind when contemplating this article. He evidently had no more idea of the right use of capitals than many other writers of advertisements, and that is—nothing at all. They were used for nearly every word on the sheet, including such small words as "for," "from" and "its." In short, they were so numerous that they had no more effect separately than one fire-cracker in the midst of a hundred bunches burned at once. Each one defeated the object of the other.

I admit that the use of capitals in display matter is not the same as in common reading-matter; but good taste here is fully as desirable as in any other matter. A capital for every word in praise of a machine indicates nothing to an uneducated reader, and nothing but stupidity if he is educated. It reminds us of a speaker who howls out every word as loudly as he can for emphasis, thus losing the object sought. Or it is like an artist who would paint entirely with glaring colors and leave out the restful shades. Or it is like a piece of music played forte all the way through, as is too often the case.

No definite rules can be laid down for capitals in advertisements; but where much descriptive matter is used, ordinary capitalization is best. In the description of machinery, for instance, we often see every part of it capitalized, thus wearying the eye as well as the mind. For instance, "The Axles, Tires and Wheels of this Automobile are of the Latest Pattern." This certainly is poor taste, and would prejudice me against the machine. But if these words are in large display lines, of course the case is different.

The general use of a capital is to distinguish between the specific and the general. In fact, a small letter is often more expressive than a capital. If I say, "Mr. Turner is a smith," it means more than to say he is simply called Smith.

Some writers use capitals profusely. I have a book before me entitled "The Reign of Law," by the Duke of Argyle, a very learned man in his way; but his book is much disfigured by the capitalization of nearly every noun in it, thus causing the reader to look for some special or secondary meaning in the word. It is tedious beyond description, and nearly destroys what would otherwise be to me one of the most interesting books I ever read. I did

read it, but it was like crawling through a barbed-wire fence with a shotgun.

Horace Greeley always wanted large and startling numbers spelled out and capitalized; as, "It cost the government Twenty-seven Million dollars to replace the loss." A capital idea, truly!

Another abominable use of capitals is based on the idea that God is honored by their use in all pronouns referring to him (not Him). Hymn-books are frequently disfigured in this way. Such display of capitals is as useless and absurd as to print with small capitals all pronouns referring to the Devil. In this matter, at least, the Bible should be followed.

Before me is a copy of Conybeare and Howson's "Life of St. Paul"—one of the greatest productions of the human mind. On page 260 I read, "Possibly one reason why our Blessed Lord Himself," etc. Here is another instance where the Lord is crucified between two capital offenders; for how much better it would look to see the title printed "blessed Lord himself!" In the same book the word "divine" is always capitalized, and yet no reason can be assigned except that it comes from "Deus," a god or God. So does "theology," but it is not capitalized on that account. Aside from typographical considerations, the superstition displayed in such matters is what is so offensive.

THE MODERN SHORT SENTENCE.

The passing of the period, in sentence construction, such as our ancestors knew it, is not cause for unmixed satisfaction. An impatience that can not tolerate a period of more than twenty words, or of more than two clauses, is not an impatience to be humored. The present mode of cutting up one's written discourse into snippets, or verbless interjections, makes in reality hard reading and produces an unsightly page. In a recent piece of writing by an author of repute occurs one sentence of only ten words with three full-stops, two of which might much better have been commas. The mail has just brought to us an anonymous communication in the form of a copy of our sentence beginning at the bottom of the first column of page 40 of our last issue, with a parenthesized exclamation-point added, presumably in protest at the length of the sentence. Yet it contains only forty-five words. We have this moment, at the very first page turned up in opening Ruskin, chanced on a sentence of one hundred and seven words—which is short for Ruskin. (The sentence is the second in the third chapter of "The Seven Lamps of Architecture.") It is true our own sentence contains a double involution, a relative clause within a relative clause; but who with any head at all on his shoulders need get lost in so unintricate a maze? After ten minutes' reading of Macaulay or Gibbon the offending passage might almost strike one as curt. Scott and Dickens and Thackeray, not to mention Meredith and Henry James, do not hesitate to pack into a single sentence all that it can comfortably carry. But those of us who can not stand the strain of sentences more than ten words long can always go back to our primer and enjoy the brevity and lucidity of its style. "See the cat. The cat has caught a mouse. The cat will eat the mouse. Poor mouse!"—*The Dial*.

A NEBRASKA NUANCE.

The man wore only a pair of trousers, an undershirt, and a pair of socks. He did not wear hose.—*St. Louis Times*.

Written for THE INLAND PRINTER.

COLLECTING BILLS FOR PRINTING.

BY EM DASH.



ANY who have not had experience may be astounded at the promulgation of the fact that the life of a collector of printing bills is not entirely strewn with roses or surrounded by flower-gardens. The writer has had an experience of almost fifteen years at this business, and in all this time has never so far lost his temper to such an extent that he was obliged to resort to violence; yet he has met with conditions that would almost drive one to an asylum for the insane. It is a business that teaches the art of reading character.

We contend that there are people who take a special delight in postponing the payment of printing bills for no other reason than to see that the collector earns his salary—not because they have not the means to pay promptly. We have particularly studied this matter, and have positively arrived at this conclusion.

The writer's experience as a collector of printing bills—book, job and newspaper—has been entirely confined to a seashore resort which is composed largely of itinerants—here to-day and away to-morrow. Many come here for the purpose of only remaining for the summer. They want printing, and want it quick. They load up with a large quantity of stationery with the promise of paying their bills the first week in August. This month arrives and in many cases the season has not been a success, and in "the wee sma' hours" they leave the town with the unpaid printers' bills behind.

The instalment collector and the life-insurance man have some redress in such cases. The law provides that the former can remove his goods in case of nonpayment; the latter does not care so much for nonpayment of policies as it often means big profits to the company when lapses are recorded. But with the poor printer it is different. He turns out a large order for a hotel or business firm, and if he does not get his money that ends it. The goods are of no use to him, and he is an absolute loser.

Often the printer, from real necessity, is obliged to send "dunning" letters to his patrons. This is not a pleasant task in many cases, for it frequently occurs that among those who receive them are some of his personal friends. However, this is not generally done until all other legitimate means have been completely exhausted. The art of dunning a delinquent customer requires a great deal of genuine diplomacy on the part of the dunner. As every business printer knows, outstanding bills are a great worry to the printer of to-day, just as they have been in the past, but nowadays one does not have to chase his debtor, for a letter, properly executed, will quite frequently bring the desired result. You must not start off in a crude way by giving your patron to understand that he must pay up, but begin in a good-natured way, giving him the impression that he is receiving a nice sociable note. Then gradually you should come to the point, and tell him that it is time he was paying his printing bill, and that he must come to terms at once or you will have to use unpleasant means. The diplomatic "dunner" never leaves an unpleasant taste in the mouth, but concludes by saying that he knows this will not be necessary, that he still cherishes the opinion that Jones is the same good fellow he always was, and that he knows it was only through a little oversight that the bill had not been paid long ago.

Naturally when the recipient of such a letter gets through reading it he will invariably say, "He means business, and he's not such a bad sort of a fellow after all," and will immediately sign a check.

But of course these tactics, though they would bring results in many cases, would not serve to wake up every delinquent. Therefore the head of the correspondence department of the firm must be a man who has the faculty of reading human nature and knows how to handle the men the firm is dealing with.

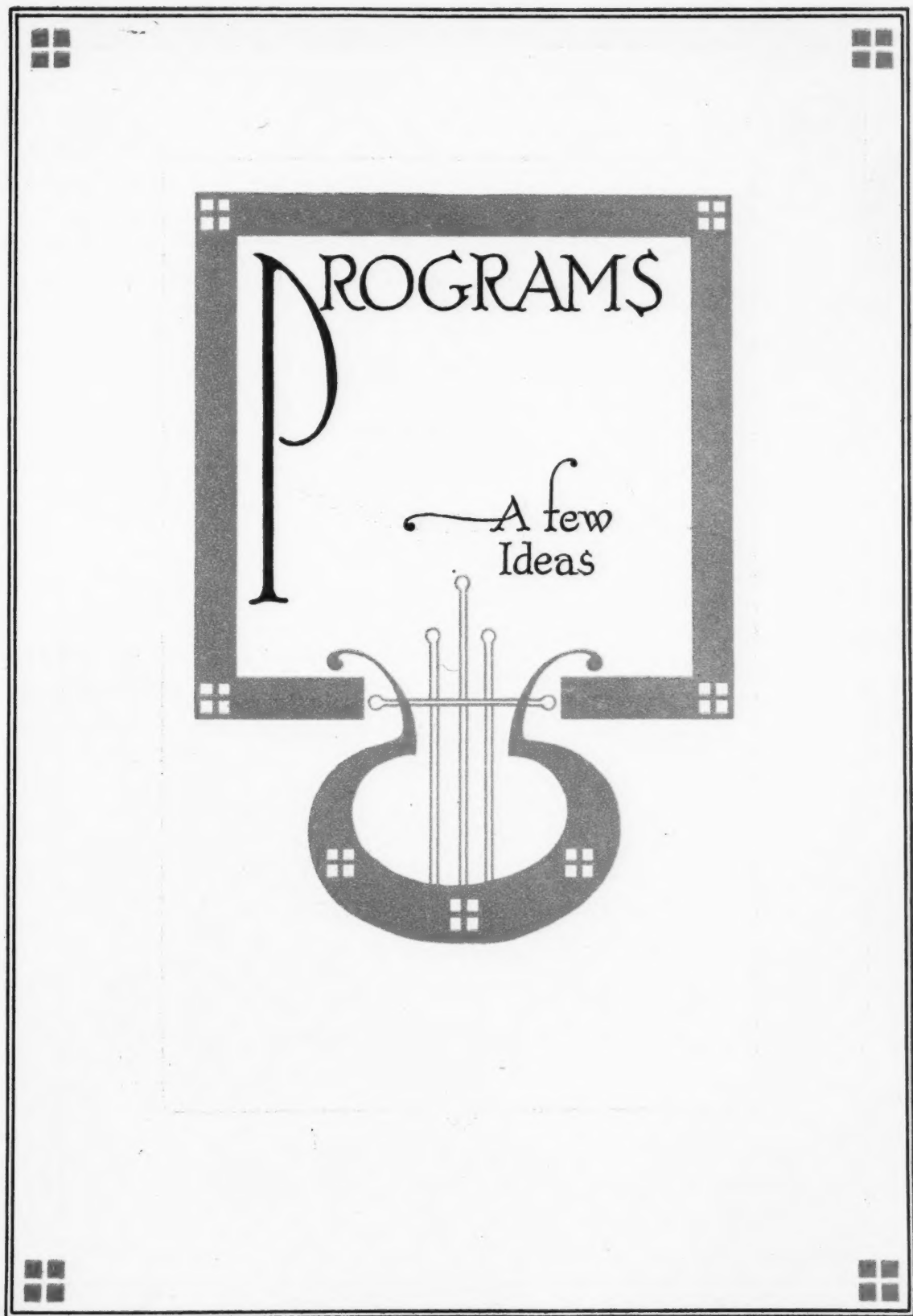
It is policy in most cases for the printer to leave bills unpaid for a time, but discretion should be used in this matter. Many people become annoyed if you insist on having a collector call too frequently, while others are better satisfied when they can pay their bills as soon as they are presented.

It requires years of careful study for the average business-inclined printer to hand out that treatment which pleases every patron of his house. Once a patron is offended by excessive dunning for the payment of a bill, he immediately looks about for a new printer—and his work is done elsewhere in the future. It requires much time and experience to ascertain these classes.

In conclusion we repeat that the life of a collector of printing bills is not all sunshine, and no end of diplomacy must be adhered to in order to please everybody.



One of the Farm Products that the United States Government
Is Spending Millions of Dollars to Develop.



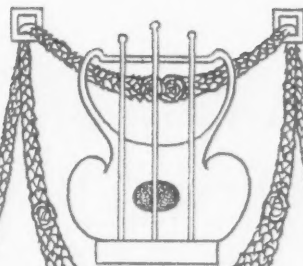
Commencement Exercises

Thursday Evening, May 12, 1913

At eight o'clock



Invocation	Rev. John Brown
Oration, "Abraham Lincoln "	Harriet Hanson
Piano Solo, "Spring Song," Mendelssohn	May Iler
Recitation, "A Man Without a Country"	John Howard
Recitation, "Buying a Railroad Ticket "	Fred Thomas
Oration, "Benjamin Franklin "	George Meyers
Vocal Solo, (a) "The Spring Has Come "	
(b) "Years at the Spring "	Miss Newmann
Address, "Education in Business "	Dr. William Hay
Oration, "The Cost of the Truth "	Florence Young
Presentation of Diplomas	David T. Smith
Benediction	Rev. H. W. Flinn



Program

- 1 VIOLIN SOLO. "Minuet" *Beethoven*
A. J. ALVORD
- 2 SOLO. "Song that Reached My Heart"
MISS STELLA SHAW
- 3 MONOLOGUE. "Orthela"
MR. ED. S. THOMPSON
- 4 READING. "An Old Sweetheart"
MISS DORA SUSS
- 5 PIANO SOLO. "Harp Etude" *Liszt*
MR. CECIL BERRYMAN
- 6 MONOLOGUE *Abner Kaiman*
MR. W. ANDREWS
- 7 SOLO. "A Perfect Day"
MISS ALLENE EARCON
- 8 VIOLIN. "Melodies" *Sarasate*
MR. N. JOHNSON

Sacred Concert

Given by Members of the

New Methodist Church

Sunday, May 15, 1913

Program

Organ Prelude—Romance	Zitterbart
Anthem—Come, Let Us Worship	Haydn
Solo—Palm Branches	Faure
Mrs. Martin	

Scripture Reading and Prayer

Anthem—Praise Be Jehovah	Kirk
Solo—Callest Thou Thus, O Master	Lang
Male Quartet	Selected
Messrs. Wilson, Brown, Sharp and Robinson	


Anthem—Ten Times Ten Thousand	Clyde
Ladies' Trio—Rock of Ages	Swing
Misses Helleman, Smith and Dawson	

Anthem—Give Unto the Lord	Heyser
Offertory—Traumerei	Schumann
Solo—Sometimes a Light Surprises	Drake
Miss Brown	

Anthem—I Will Arise	Perkins
Solo—The Lord Is My Light	Miller
Mrs. Worthington	

Hymn No. 164

Congregation



PROGRAM

Les Dames de Seville	Meyers
Miss Jones, Mrs. White	
Lift Thine Eyes (from Elijah)	Mendelssohn
Mrs. Kopp, Mrs. Chance, Mrs. Rath	
Ballade 11, (A Major)	Giese
Mrs. Kane	
Allegro Brillante, Op. 19	W. Waters
Miss Johnson	
Accompanist, Mrs. Helen Young-Brockway	
For All Eternity	Smith
Mrs. Temple	
Violin Obligato, Mr. Harry Wadsworth	
Accompanist, Mrs. Beatrice Wittbold	
Papillons	Kohn
Mrs. Rigensberg	
Forget Me Not	Gilbert
Mrs. Chance	Mrs. Rath
Mr. Cook	Mr. Howard
Accompanist, Mrs. Johnson	
Overture to William Tell	Rossini
Mrs. Thompson	Mrs. Walker

Program of the Annual Concert

Given by the *Mendelssohn
Quartette*

COLUMBIA HALL, SATURDAY EVE., MARCH EIGHT

PART I

- 1 Male Quartette—My Cavalier *Feist-Smith*
- 2 Baritone Solo—Toreador Song, from "Carmen" *Bizet*
MR. BRYAN
- 3 Saxophone Sextette—Sextette from
"Lucia di Lammermoor" *Donizetti-Shattuck*
- 4 Soprano Solo—(a) To the Sunshine *Schumann*
(b) Oh, Thou Art Like a Flower *Liszt*
(c) Love the Peddler *German*
MISS SPARROW
- 5 Male Quartette—(a) Tell Her I Love Her So *Parks*
(b) Settin' by the Fire *Parks*
(c) Just Smile *Parks*

PART II

- 6 Duet—A Canadian Boat Song *H. H. Beach*
MR. SHARP and MR. DOOLITTLE
- 7 Soprano Solo—Flower Song, from "Faust" *Gounod*
MISS SINGLETON
- 8 Male Quartette—(a) The Jolly Four *Kratz*
(b) Simple Simon *Leslie*
- 9 Bass Solo—I'm a Roamer,
from "Son and Stranger" *Mendelssohn*
MR. GRAFT





I Want to Hear Thy Gentle Voice *Moore*
MR. GRIFFIN

The Happy Sunshine *Tanzer*
MR. SMITH

Down by the Brook *Ludwig*
MISS JONES

Southern California *Barker*
MR. BURKHARDT

I Shall Never Forget the Day *Burke*
MR. SAUNDERS

Down the Hudson by Moonlight *Lyle*
MR. CARPENTER

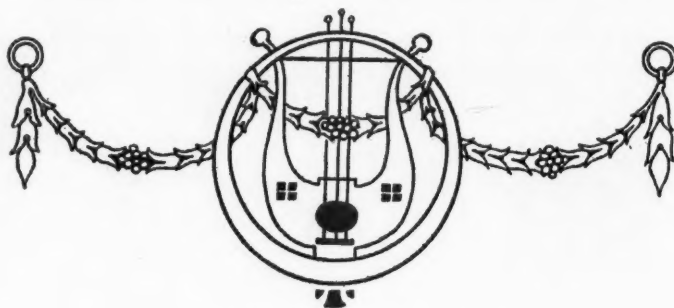
I Have Seen the Roses Fall *Sell*
MR. ROSS

Speak to Me, Love; to Me Speak *Porter*
MR. HARDING

When We Meet in the Springtime *Roy*
MR. RITTER

Meet Me at the Garden Gate *Stuart*
MR. BAXTER

One Big Roar of Laughter *Rankin*
MR. GREY and MR. KEEFE



PROGRAM

OF THE SECOND CONCERT OF THE SYMPHONY CLUB
TO BE GIVEN AT THE SHERMAN HOUSE, SATURDAY
EVENING, NOVEMBER EIGHT, NINETEEN TWELVE

- | | | |
|---|---------------------------------------|-----------------------------|
| 1 | (a) Spanish Serenade, "La Paloma" | <i>Yradier</i> |
| | (b) Waltz Intermezzo, "Hearts Aflame" | <i>Arnoldi</i> |
| | ORCHESTRA | |
| 2 | Solo (a) "When the Heart is Young" | <i>Buck</i> |
| | (b) "Boat Song" | <i>Ware</i> |
| | MRS. HARPER | |
| 3 | Reading, "The Lady of Shalott" | <i>Tennyson</i> |
| | MISS WRIGHT | |
| 4 | Piano Solo, "Hark, Hark, The Lark" | <i>Schubert-Lisz</i> |
| | MISS STONE | |
| 5 | Two Violins, "Melody in F" | <i>Rubinstein</i> |
| | MRS. GRAY AND MR. BRUIN | |
| 6 | Clarinet Solo, "Bohemian Girl" | <i>Balfe</i> |
| | MR. JOHN JACKSON | |
| 7 | Vocal Duet, "Flow Gently, Deva" | <i>Parry</i> |
| | MRS. PERRY AND MR. LONG | |
| 8 | Monologue, "Over the Coffee Cups" | <i>Marjorie Benton Cook</i> |
| | MISS LITTLE | |
| 9 | Solo (a) "Springtide" | <i>Becker</i> |
| | (b) "Irish Folk Song" | <i>Foote</i> |
| | MRS. MORROW | |



JOB COMPOSITION

BY F. J. TREZISE.

In this series of articles the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles—the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws.

Frequently the printer, in his desire to depart from the beaten path and bring about a change in the appearance of his work, will display a page in the manner shown in Fig. 1, a reproduction of the cover-page of a booklet. On an electric sign in front of a store where space does not permit of large letters being arranged side by side, this

when there is sufficient room to place the letters in their proper relative positions, is not advisable.

Too much of our thought and attention is given to attempts to produce something original. And to a certain extent this is commendable. To be content to go on doing the same thing forever is not desirable, and yet it is better

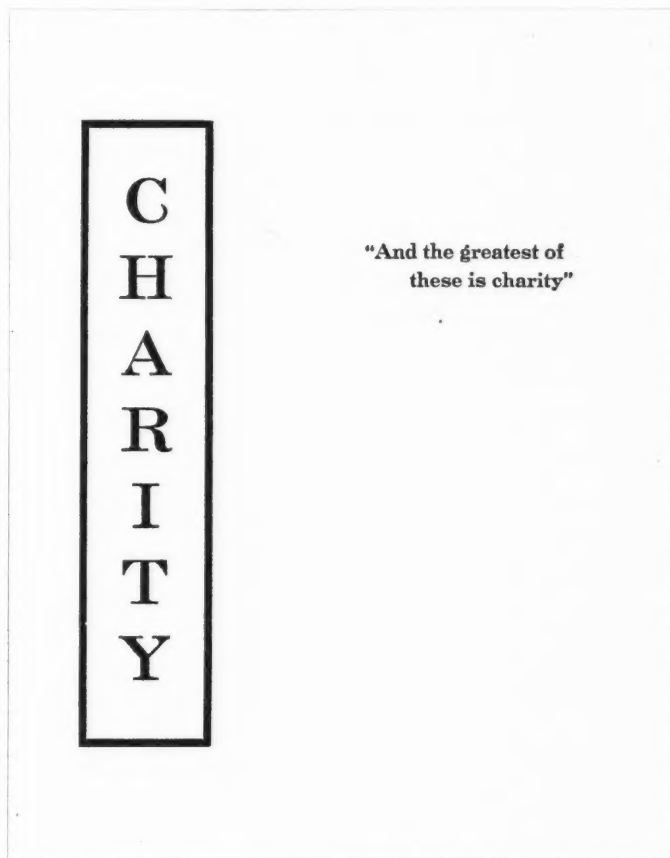


FIG. 1.—Although this arrangement may give variety to a page, the placing of letters in this manner gives neither legibility nor good design.

sort of display is of course permissible. It is even desirable for the printer to use this form in rare cases, as for instance, the printing of a narrow badge. But to arrange words in this manner merely for the sake of a change,

to do a good thing which has been done before than to do a new thing which is not good. And this form of type display is not good — neither is it original.

From the standpoint of readability or legibility it is not

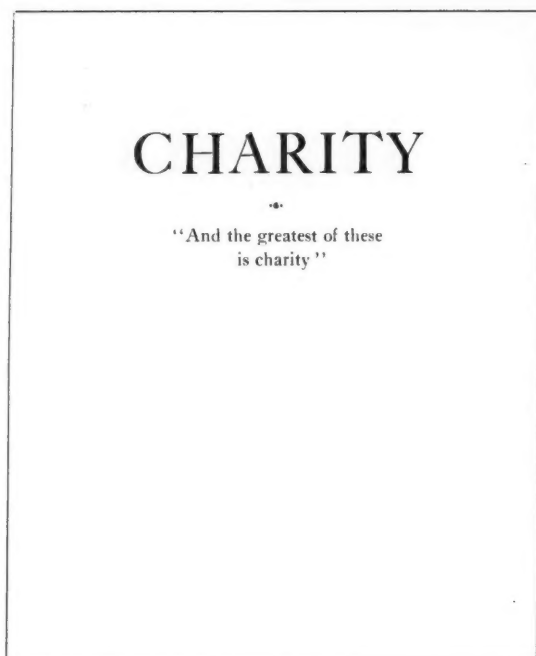


FIG. 2.

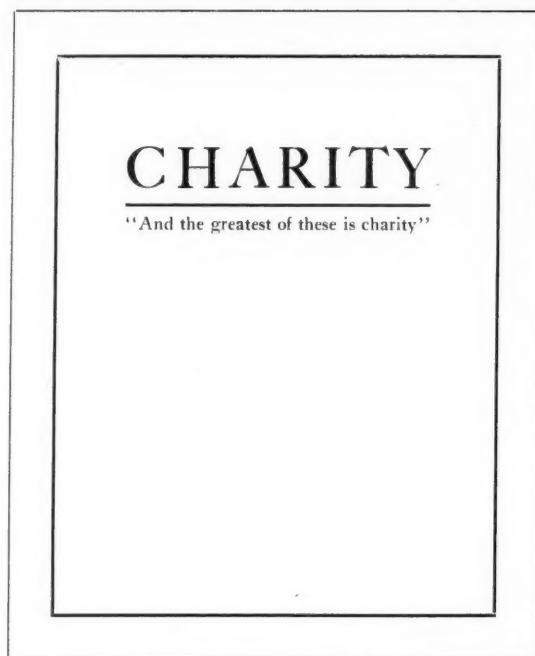


FIG. 3.

Resettings of the page shown in Fig. 1, indicating that variety may be secured in the most simple and plain arrangements. See also Figs. 4 and 5.

desirable. The roman letters were not designed to be used in this manner. They offer the most pleasing form and color when arranged in a running horizontal band rather than a vertical one, and the normal eye is so accustomed to viewing them in this manner that a vertical arrangement is not read at a glance, but must be studied out as is a monogram.

Although an arrangement of this character does not add to the appearance of the page it does make considerable more work. Instead of the word "Charity" requiring one justification, in a comparatively wide measure, seven justifications, one for each letter, are necessary, and in a narrow measure.

The examples shown in Figs. 2, 3, 4 and 5 indicate that variety in type-design can be gained without resorting to difficult and expensive arrangements. These suggestions are of the most simple nature, the idea being to illustrate some of the possibilities of the plainest sort of composition. In Fig. 2 we have the lines set in the easiest possible manner—simply centered in the measure. Another arrangement, with the text matter in two lines of equal length separated by a rule, and with a plain-rule border, is shown in Fig. 3. Still another arrangement, set in italic and with unequal margins, gives an individuality to Fig. 4; while a slightly more elaborate suggestion, with a decorative border, is shown in Fig. 5. Any one of these suggestions could be carried out in but a fraction of the time that would be consumed in the setting of the original shown in Fig. 1.

* * *

Brass rule is an essential in the modern print-shop—we would have a difficult time in getting along without it. Properly used, it may be termed the logical decorative material for our jobwork. Its use, however, is not unattended by considerable difficulty, except in cases in which the work is electrotyped, and composition consisting largely

of rulework is perhaps the most costly kind, not only because of the amount of time consumed in getting it

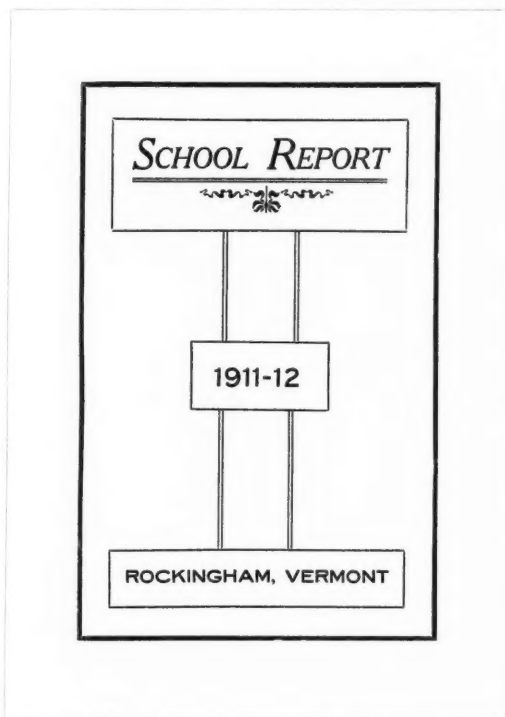


FIG. 6.—A large amount of rulework makes costly composition and requires more time for make-ready. Also it frequently complicates the design and destroys the readability of the page. Compare with Fig. 7.

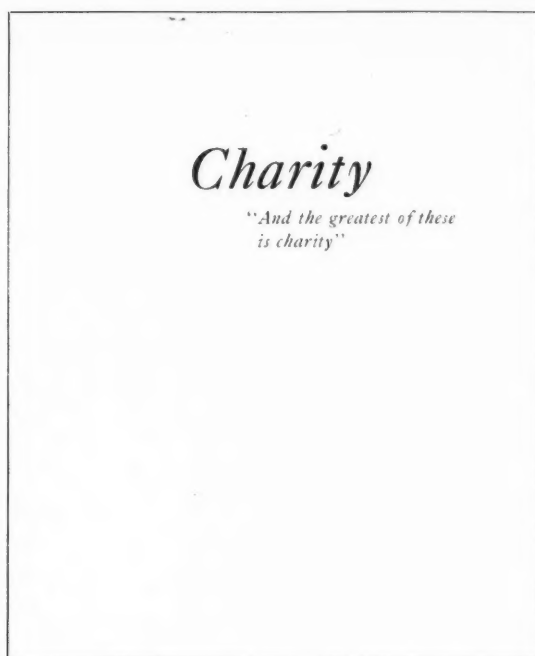


FIG. 4.

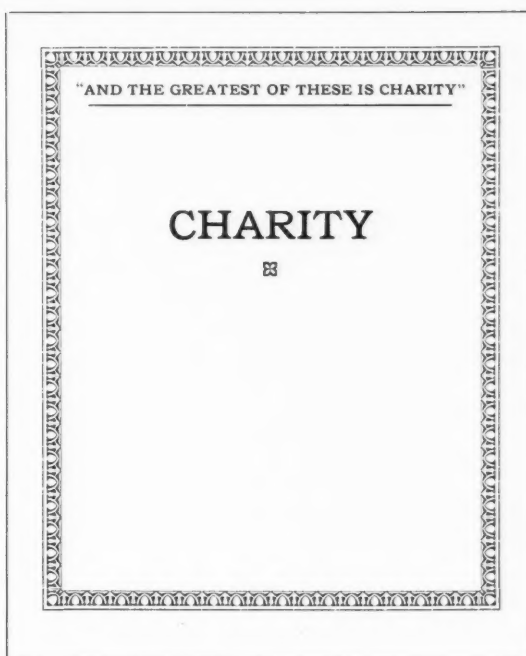


FIG. 5.

Additional resettings of the page shown in Fig. 1. These also indicate variety of design without undue elaboration.

together, but because of the trouble usually experienced in making it ready on the press.

For this reason the compositor should make sure, before

deciding on an elaborate panel design, that the results will warrant the additional expenditure of time.

As a usual thing rulework should be confined to simple designs, except possibly where the work is electrotyped. It is difficult for the pressman to bring up the corners and make perfect joints in a single-rule panel, either inside or around a design, but a series of panels within panels almost invariably results in unsightly openings at the corners, especially where all of the material is not absolutely new. And to put this burden of extra work upon the job not only increases the cost of composition but that of make-ready as well. Take, for example, the page shown in Fig. 6. Here we have three small panels within a large one, to say nothing of the rules which connect them. Unless this job were plated, open corners would almost certainly show, and in the original of this illustration these open corners spoiled the mechanical appearance of the work. And nothing was gained as far as its artistic appearance was concerned. The arrangement of panels does not represent anything symbolic of the text — and without the excuse of appropriateness they are hardly called for.

Panel designs are hard and uncompromising — they give, by their very definiteness, little leeway in handling the matter placed within them. Take, for example, the line "School Report" in the upper part of the page in question. Without the surrounding rules, the line, set in two sizes of italic capitals, would be quite satisfactory, but immediately the rules are placed around the line the difference in margins at sides and ends becomes apparent, and one feels that in order to secure the best results in the panel roman capitals of one size would be preferable — their regularity of line would at least conform more closely to the definite lines made by the rules.

If panels are to be used, however, they should harmonize more in shape than do those in the page shown in Fig. 6. The upper and center panels are of approximately the same shape, the latter being smaller both horizontally and

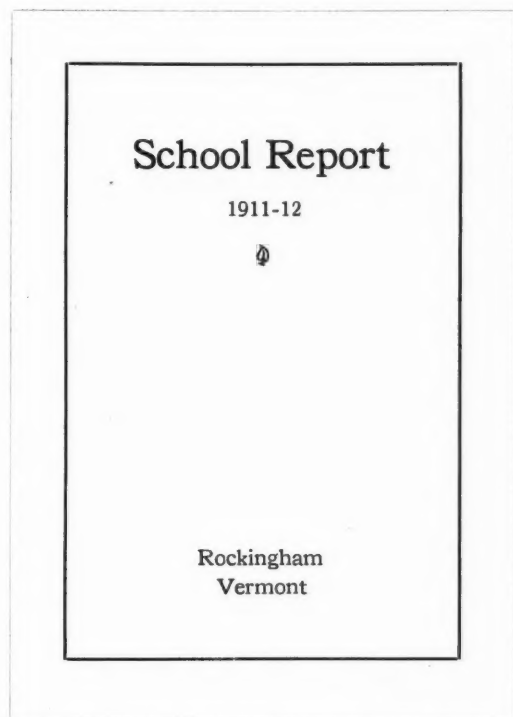


FIG. 7.—A simple design of this nature costs less to set, takes less time to make ready on the press, and is more easily read and effective than the arrangement shown in Fig. 6.

vertically; but the lower panel, being long and narrow, is of an odd shape as compared to the others.

As an illustration of the value of a simple design as compared to the panel arrangement, we show, in Fig. 7, a resetting of the page in question, eliminating all of the rules with the exception of the outer one. This results in a page which can be set in much less time than the original, for "building the little fences around the lines" does run up the cost of composition, and in addition to this the simple arrangement gives a form which can be more



FIG. 8.—The use of borders of this character in the place of rules will do away with the unsightly open corners caused by poor joints.

easily made ready by the pressman. There are in this arrangement but four possibilities for poor rule joints, while in the original there are no less than twenty-four.

While it is of course understood that nothing can take the place of plain rule in much of our work, there are now at the printer's disposal many forms of small decorative borders which will in many cases answer as well as rules for panelwork, and will do away with the troubles caused by the poor rule joints. A number of these borders are shown in Fig. 8, and a carefully selected assortment of borders of this character, to be used instead of brass rules, will do away with much make-ready trouble.

HE CONVINCED HIMSELF.

W. E. Blackburn, formerly editor of the *Anthony Republican*, one of the best-known newspaper men in Kansas, has turned farmer. He has become so interested in scientific farming that he has bought eighty acres near Anthony and will move upon it.

This is truly a logical manner in which to put a practical peroration to a notable journalistic career. As Kansas is one of the world's notable agricultural regions, a Kansas newspaper man's chief topic is farming. From the rolling diapasons extolling Kansas agriculture as promulgated by Secretary Coburn down through the journalistic ranks to the humblest tweedle-dees of the paragraphic fillers, the orthodox tune of Kansas journalism extols the short-cut from the plow furrow to opulence.

We are therefore not surprised at Editor Blackburn's turning farmer. Like all other Kansas editors he has proven over and over again that of all the remunerative, easily managed, most beneficent of beloved cinches, the Kansas farmer has a rosined-hand and a tail-hold on prosperity.

Very likely Editor Blackburn's conversion to retire from the hurly-burly irksomeness of editing to the comparative ease of the tiller of the soil has come about in the manner of the man who went to see the whale.

It used to be told at Harvard college that one noon when students crowded one of the restaurants at the Square, a man rushed in, and noting that every seat was taken, shouted: "A big whale has just come in from the ocean, started up the Charles river and is stuck under Harvard bridge."

Instantly the man was able to select a place at the table which suited him best. The students rushed out. Soon the waiters, one by one disappeared, the cooks from the kitchen came hotfooting out, and even the cashier and manager left in haste. The originator of the excitement sat quietly eating his meal, so it was some time before he noted that the restaurant was completely empty except for himself, and that people were running past the windows in a veritable panic.

"By golly," said the lone diner as the excitement grew stronger. "I believe there is a whale down there."

Throwing down his napkin and grabbing his hat, he also joined the stampede.—*W. E., in Herbert's Weekly, Hiawatha, Kan.*



OPPORTUNITY.

Some say that Opportunity
Knocks but once and goes away.
Yet others claim that still again
It comes and haunts the lives of men.
It all depends on what one may
Consider Opportunity.
But I know well, if others guess,
This angel is the Printing-press;
For printers' ink, if wisely used,
Success must win. Though oft refused,
Its agents pound upon the door,
And, oh, my goodness, what a roar
Goes up from these contending wights
When some one seizes on their rights
By simply hinting that their figures
Reveal a woodpile full of niggers.
The reader's pardon, we digress;
The subject was the printing-press.
I think 'twas Archimedes who
First used what we know as the screw,
And, satisfied with his invention,
Was graciously disposed to mention
That if some one who sells supplies
Would make some extra lengthy pries
Or levers stout, with such a probe,
If long enough, he'd move the globe.
Of course, this philosophic stuff
We know to-day is true enough.
But we should worry — what's the use —
When just to-day there's lying loose
Around each print-shop ammunition
To boost the world to what position
May suit the minds that have the pep;
But they must get the printers "hep."



BY F. J. TREZISE.

Under this head will be briefly reviewed brochures, booklets and specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism," and directed to The Inland Printer Company, Chicago. Postage on packages containing specimens must not be included in packages of specimens, unless letter postage is placed on the entire package. Specimens must be mailed flat; if rolled they will not be criticized.

ALFRED J. AMY, Winnipeg, Manitoba.—The menu is nicely arranged, although the presswork is not satisfactory.

AL. S. CAIN, Provo, Utah.—The menu is nicely gotten up, the cover-page being very attractive both in design and color.

J. CECIL MILLER, Wilmington, Delaware.—The package label is very nicely arranged, and calls for no criticism whatever.

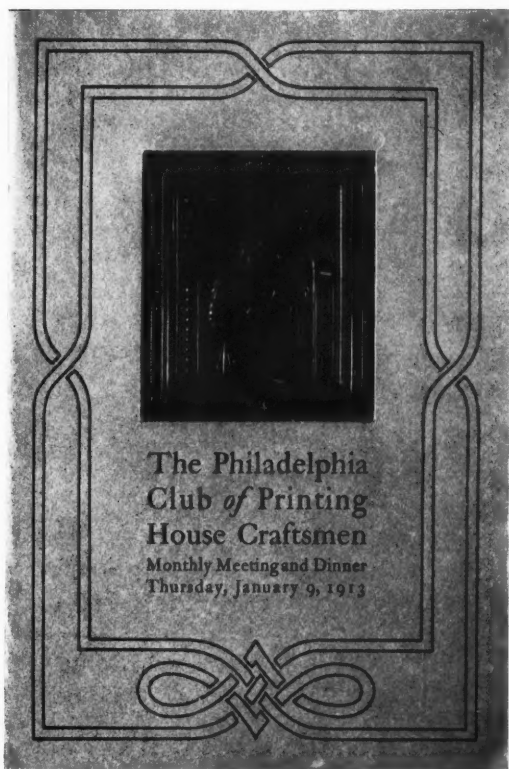
THE Diamond Press, New York city.—The folder, "Ragtime or Classic," is a very clever conception and is well gotten up.

FROM the Beck Engraving Company, Philadelphia, we have received a copy of an interesting menu and program gotten out for The Philadelphia Club of Printing House Craftsmen. We show herewith a

for the various months of the year. The designs are in two colors and are very appropriate and pleasing.

ALVIN E. MOWREY, Franklin, Pennsylvania.—All of the specimens are good, the calendar for January being especially well gotten up.

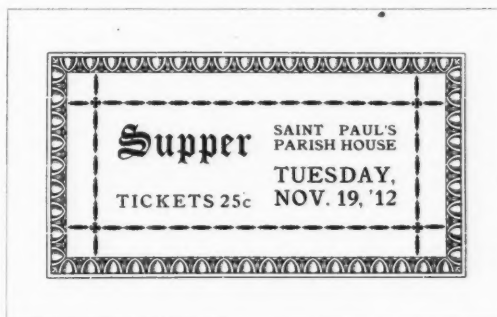
FROM E. S. Barbee, Steubenville, Ohio, we have received a number of ticket specimens. Although they show a rather lavish use of borders,



Title-page by the Beck Engraving Company, Philadelphia. The panel is a copper shell tipped on the back of a cut-out sheet.

reproduction of one of the pages. The panel is a copper shell, tipped on the back of a cut-out sheet.

FROM the Cocks-Clark Engraving Company, Denver, Colorado, we have received a copy of an attractive booklet showing calendar designs



An interesting ticket arrangement by E. S. Barbee, Steubenville, Ohio.

they are interesting in arrangement, and pleasing. We show herewith a reproduction of one of them.

NEMEYER ADVERTISING CREATORS, Wheeling, West Virginia.—The calendar blotters are very clever and should prove good advertising.

A PACKAGE of commercial specimens from The Oak Press, Rochelle, Illinois, contains neat and tasty designs, and attractive color combinations.

B. B. BOYD, Fort Smith, Arkansas.—The use of the roman type, with plain rules for decorative effects, is very pleasing, especially on the programs.

GEO. HAMILTON, Rotherham, England.—The testimonial is nicely gotten up, both the typographical arrangement and the color combination being pleasing.

J. B. KENDALL, Dodgeville, Wisconsin.—Both the letter-head and envelope are very attractive in design, and the colors used are thoroughly harmonious.

THE Hepner Press, New York city.—The blotter is an exceptionally attractive piece of work, although the poor rule joints detract somewhat from its appearance.

THE Christmas number of the *Star of Hope*, published biweekly by the inmates of Sing Sing prison, Ossining, New York, is attractively arranged and well printed.

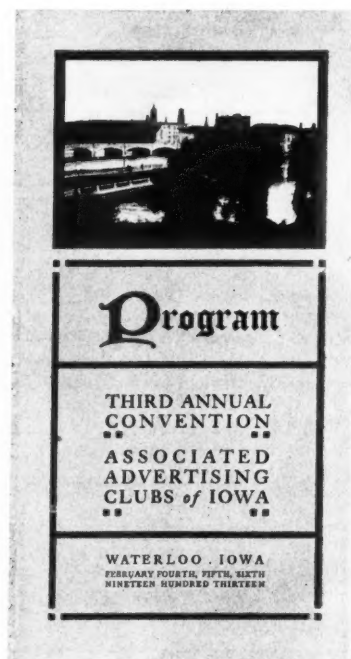
THE Green-Raley-Lucas Press, Baltimore, Maryland.—The folder is gotten up in an attractive manner, both the arrangement and the color combination being very satisfactory.

COMMERCIAL stationery examples from The Art Press, Calgary, Alberta, are very nicely gotten up, a special feature being the excellent embossing on some of the work.

COMMERCIAL ART PRESS, Monmouth, Illinois.—The title-page of the Knights of Columbus program would be improved by gathering the text matter into a smaller number of groups. A simple arrangement —

one in which there are few groups or forces of attraction—is nearly always preferable to a design which contains a large number of separate spots.

HEREWITH is reproduced the title-page of the program of the third annual convention of the Associated Advertising Clubs of Iowa. The original is printed in light brown and dark brown on brown stock.



An attractive title-page by the Stewart-Simmons Press, Waterloo, Iowa.

with the illustrations tipped on. It bears the imprint of the Stewart-Simmons Press, Waterloo, Iowa.

A FOLDER from the John T. Palmer Company, Philadelphia, is attractively gotten up in two tones of brown and a blue tint on indiantint stock, and is exceptionally good.

GEORGE BRAMISH, Denver, Colorado.—The specimens are well arranged and offer little opportunity for criticism. The dedication page is an especially pleasing piece of work.



Telephone-card by Chris. M. Vaeth, Utica, New York.

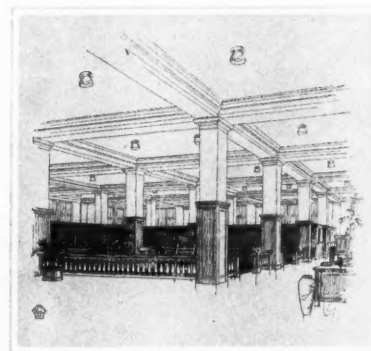
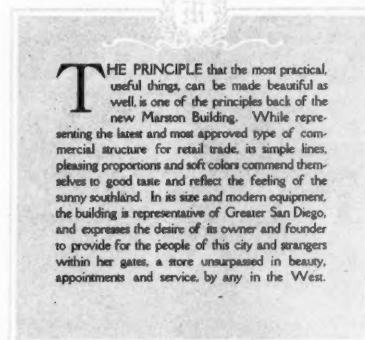
CHRIS. M. VAETH, Utica, New York.—The work is all well handled, the telephone card being an especially pleasing design. We show a reproduction of it.

H. L. BLUMQUIST, Toledo, Ohio.—All of the specimens are good, the tint-block effect on the cover of the booklet for The Toledo Conservatory of Music being especially effective.

FROM Benjamin Sherbow, New York, we have received a copy of the St. Nicholas Almanac. It is an interesting arrangement of a large amount of copy, and is a pleasing piece of work.

HUGH H. BURNETT, Pawhuska, Oklahoma.—While all of the work is excellent, we would especially compliment you upon the letter-head designs. They are among the best that we have seen.

IN a package of high-grade printed matter from the Denrich Press, Chula Vista, California, perhaps the most striking piece of work is a booklet, entitled "Ramona's Marriage Place," by Edwin H. Clough, with illustrations and decorations by Virginia Goodrich. The booklet



Rest Room and Offices, Second Floor

Two pages from a booklet by the Denrich Press, Chula Vista, California.

is handsomely gotten up, and is in thorough keeping with the high standard of Denrich Press products. Another excellent piece of work is a booklet announcing the opening of the Marston store, printed in black and brown on a buff-tinted background. We show herewith reproductions of some of the pages.

IN an attractive circular, printed in gray and orange on gray stock, announcement is made that the Printing Arts Company has succeeded the Hoover-Watson Printing Company, of Indianapolis.

THE recent catalogue of the Massey-Harris Company, Ltd., Toronto, Canada, shows a marked improvement over its predecessors. With an attractive cover, lithographed in colors, and numerous good half-tone

illustrations, it is a very satisfactory piece of work. A little more care in regard to details, such as spacing around initial letters, etc., would result in still greater improvement.

JOSEPH H. STACE, Milwaukee, Wisconsin.—The letter-head in gray on gray stock is very pleasing in color, and the arrangement of the matter at the side gives each item an advertising value.

In a package of recent specimens from R. J. McAnally, Omaha, Nebraska, perhaps the most striking is a poster or wall card for the People's Church, a reproduction of which we show herewith. With



A striking poster by R. J. McAnally, Omaha, Nebraska.

the rules in red and the type and border in black, on white stock, the effect is unusually effective.

THE menu of a recent noonday luncheon of the Nashville Typothetæ is a unique piece of work. It is nicely printed on heavy brown stock and bound in a red-bordered napkin, giving an unusual effect.

We show herewith a reproduction of a monthly calendar taken from a package of specimens from F. G. McConkey, Buffalo, New York. The original is printed in black, purple and green, on white stock.

CLYDE A. MEACHAM, Ontario, California.—The specimens are very satisfactory, although we think that the title-page of the dedication program would be more pleasing if but one series of type were used.



The monthly calendar of F. C. McConkey, Buffalo, New York.

FROM J. M. Weaver, instructor in printing at Haskell Institute, Lawrence, Kansas, we have received an attractive booklet, descriptive of the school and its aims. The typographical arrangement is very neat.

J. W. WATKINS, Jacksonville, Florida.—Both of the letter-heads are well designed and pleasing, although perhaps the use of a brighter red for the ornament would improve the heading printed on white stock.

WE are in receipt of the third issue of "Isacson's Typografi," a portfolio of specimens of high-grade printed matter issued by Oscar

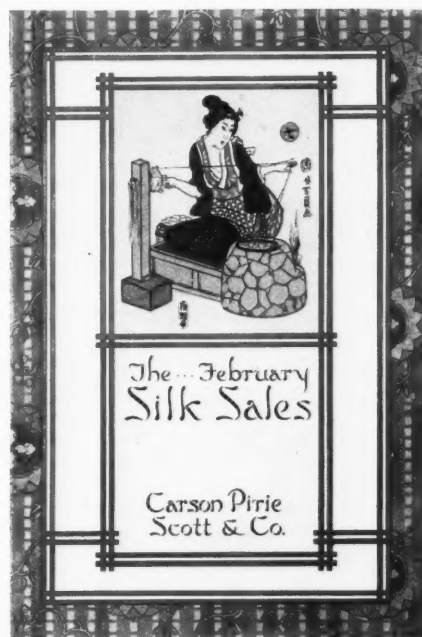
L. Isacson, of Gothenburg, Sweden. As in the former portfolios, the specimens are excellently gotten up, the typographical designs being well arranged and the colors harmonious.

SPECIMENS from the Tolono Herald, Tolono, Illinois, cover a wide range of work and are well handled, although we note a tendency toward the use of too many different type-faces in the same piece of work.

WM. C. LEIPRICH, Eau Claire, Wisconsin.—The letter-head shows too great a percentage of the bright or warm color—orange. A much smaller quantity would have resulted in a more satisfactory piece of work.

THE QUALITY PRESS, Dayton, Ohio.—The specimens are all excellent and we have no criticism to offer regarding any of them. The letter-head for the Ben Franklin Club of Dayton is an especially attractive design.

WE show herewith a reproduction of the cover of an attractive booklet issued by Carson, Pirie, Scott & Co., of Chicago, to announce



A striking cover-page from a catalogue of Carson, Pirie, Scott & Co., Chicago.

a silk sale. The original is printed in colors suggestive of the oriental, and the design, including the lettering, is thoroughly in keeping with the subject.

J. Y. CARLTON, Lynchburg, Virginia.—All of the work is creditable, both as to design and colors. Unless it is especially requested, the setting of a word with the letters placed one under the other should be avoided.

FROM W. Arthur Cole, with the Wm. F. Fell Company, Philadelphia, we have received a package of high-grade printed matter. The designs are original and attractive, and the composition and presswork are of a high order.

ELLIS COLEMAN, Shreveport, Louisiana.—The specimens are all well handled, and we would compliment you upon their neat and tasty appearance. The resetting of the letter-head is a decided improvement upon the original.

FROM the Gardner Office Supply Company, Springfield, Missouri, we have received a copy of the menu and program of its second annual banquet, held on January 7. The arrangement is elaborate and the work well handled throughout.

THE *National Jeweler and Optician* is nicely arranged and printed, both as regards the text matter and advertising pages, although a careless spacing around the decorative initial letters detracts from the appearance of some of the pages.

R. B. MAPES, Saco, Maine.—The poster contains too much decorative material in the shape of borders and rules, and a more simple

arrangement, with less paneling, would be preferable. We would also suggest that you confine the whole job, if possible, to one series of type, and at any rate avoid using extended and condensed type-faces in the same design.

printing of lines diagonally across the jobs, as you have done in some cases. One naturally associates straight lines and rectangles with typographical designs, and where diagonal lines are used the results are rarely pleasing from the standpoint of good design.

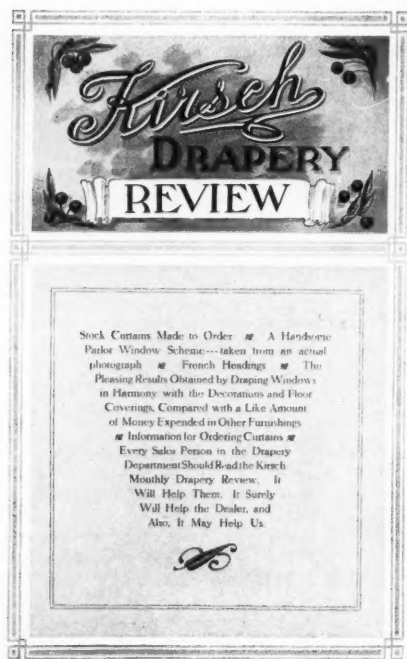
NEW CENTURY PRINTING CO
PRINTERS [**LOOSE LEAF SYSTEMS, FILING**
AND STATIONERS [**DEVICES. A COMPLETE STOCK OF**
UP-TO-DATE LEGAL BLANKS.]

PROVO, UTAH,

A letter-head by Al. S. Cain, Provo, Utah.

AMONG recent specimens from The Three Rivers Press, Three Rivers, Michigan, a cover for a small magazine stands out prominently and we show herewith a reproduction. It is an excellent illustration

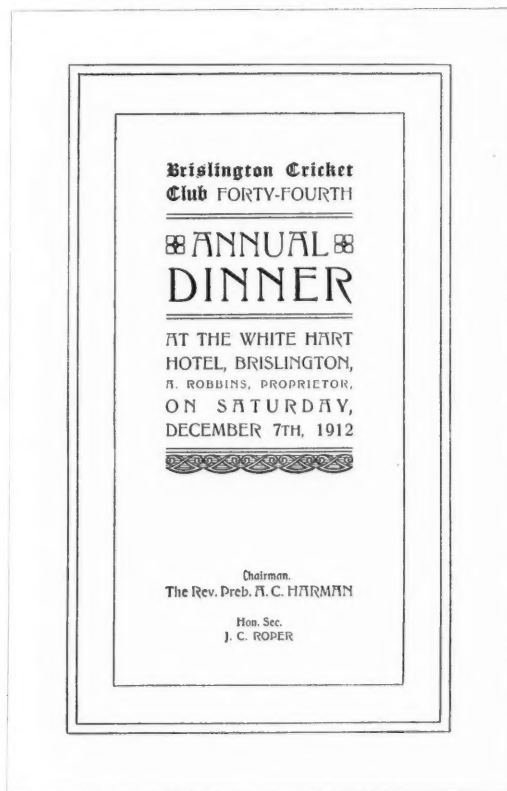
AL. S. CAIN, Provo, Utah.—The letter-head for the New Century Printing Company is very striking, both in arrangement and colors. We show herewith a reproduction of it.



A striking design by The Three Rivers Press, Three Rivers, Michigan.

of the effects to be gained by a judicious use of tint-blocks. The original is in black and gray, on white stock. Other specimens from The Three Rivers Press are uniformly good.

M. S. GRIM, South Bethlehem, Pennsylvania.—The commercial specimens are neatly arranged and offer little opportunity for criticism. We would, however, suggest that you avoid, as far as possible, the



Title-page by A. Goodridge, Bristol, England.

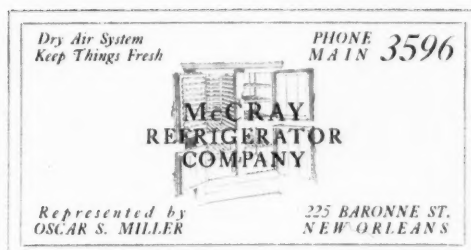
A PACKAGE of commercial work from A. Goodridge, Bristol, England, contains some interesting type arrangements. Among others, a menu, printed in green on light-green stock, is noticeable. We show herewith a reproduction of the title-page.

W. R. WEBB, Santa Barbara, California.—The monthly statement heading contains too many different type-faces for the best results,

and in addition the sizes are rather large, giving it a crowded appearance. The other work is quite satisfactory.

J. R. THOMPSON, Santa Ana, California.—The specimens are all satisfactory and offer little opportunity for criticism. Some of the panelwork, however, is marred by poor rule joints. The letter-head for the Worden Printing Company is exceptionally pleasing.

A PACKAGE of commercial specimens from Ernest Edwin Adams, manager of the printing department of the Toronto Y. M. C. A., contains some excellent designs. Mr. Adams is an advocate of simplicity of design in typework, and his product is invariably pleasing.



The Ruskin Press
HIGH-CLASS
PRINTING
PHONE MAIN 3906
537, BIENVILLE STREET, NEW-ORLEANS

REPRESENTED BY
WILLIAM BENDRAT

Interesting designs by George Wetzel, New Orleans, Louisiana.

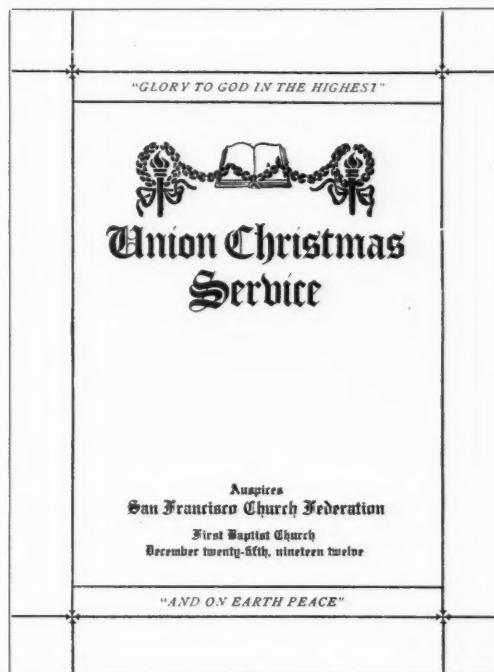
A PACKAGE of commercial printing from George Wetzel, New Orleans, Louisiana, contains unusual and interesting arrangements. We show herewith reproductions of some card designs.

FROM Immig & Son, Rotterdam and Amsterdam, Holland, we have received a package of interesting specimens, containing a holiday greeting, a calendar for 1913, and an attractive booklet descriptive of the plant operated by this concern. All of the work is well handled.

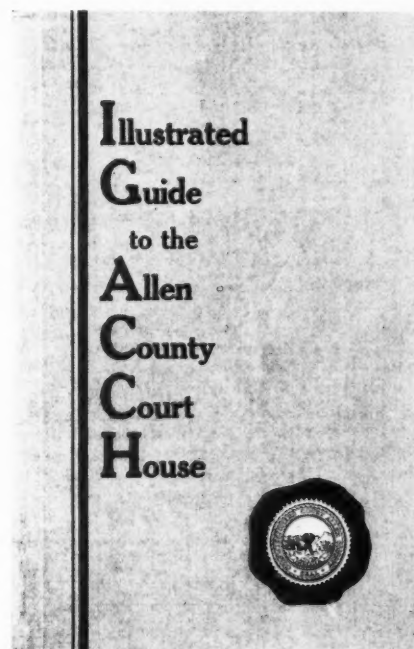
THE *Sulphur Post*, Sulphur, Oklahoma.—The full-page advertisement is nicely gotten up, and our only suggestion would be that you place the words "Sulphur, Oklahoma" in the center of the bottom line, rather than placing one of the words at each end with the rules between.

EDWARD C. STERRY, Kamloops, British Columbia.—The advertisements are well arranged and show a pleasing variety in design. We would suggest that in order to secure a better tone harmony you use rules for underscoring and panels which are of approximately the same strength of color as is the type with which they are in close proximity.

FROM August Gustafson, Oakland, California, we have received a package of his recent work. Among other specimens is an interesting arrangement of a program title-page, a reproduction of which we show herewith.



An interesting arrangement by August Gustafson, Oakland, California.



A striking cover-design by Eric Peterson, Fort Wayne, Indiana. Original in colors.

ERIC PETERSON, Fort Wayne, Indiana.—All of the specimens are nicely gotten up and none of them call for criticism. The cover of the

guide is an unusual arrangement, and we show herewith a reproduction of it.

J. HARRY FATTHAUER, Covington, Kentucky.—The letter-head is very nicely gotten up, although the letter-spacing of the text letter in the main line is not pleasing. The text letter is at its best when set close, giving the rich, black appearance for which it was originally designed.

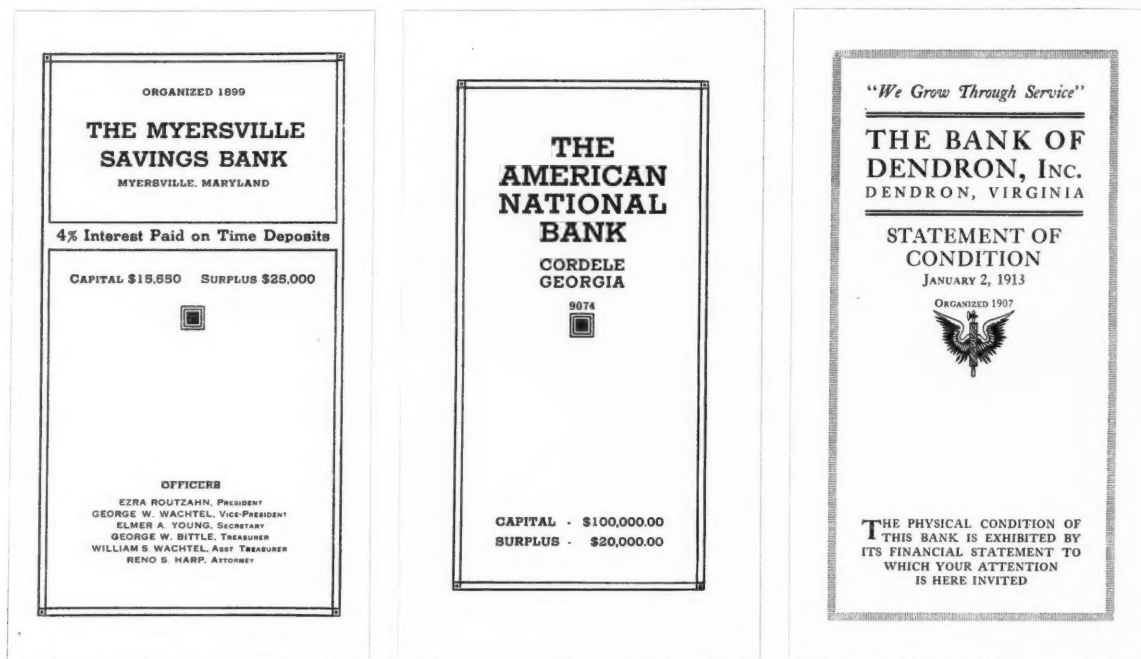
THE Louisville Paper Company, of Louisville, Kentucky, has issued a price-list of papers under the title, "The Printers' Book." In addition to the regular price-list, much valuable information is given concerning inks, plates, and other things with which the printer comes in contact.

DAVID J. GILDEA, Catonsville, Maryland.—While all of the specimens are excellent, the cover-page designs stand out the most prominently.

with the decoration, and a different color combination—one which would have given more prominence to the text—should have been chosen. The letter-spacing of the condensed type is not pleasing, especially in the upper line.

CHARLES WATERBURY, Elkhorn, Wisconsin.—Between the two letter-heads there is little choice. Both are good, and a selection of one or the other would be a matter of personal taste rather than a question of one being better than the other. While the one set in one series is pleasing on account of its harmony of tone, the capital letters are rather large in contrast to the smaller sizes. The other specimens are very satisfactory.

"THE PROOF OF THE PUDDING" is the title of a handsome booklet recently issued by Geo. Rice & Sons, Los Angeles, California, to further the interests of the product of the Rice press. And it is a convincing



Some cover-designs by David J. Gildea, Catonsville, Maryland.

They are unusually pleasing in arrangement. We show reproductions of some of them.

GEORGE W. SPITZENBERGER, Bellows Falls, Vermont.—The leaflet, "Our Lenten Message," is very nicely gotten up, especially the first page. The school-report cover-page would look better without so many panels. On some of the specimens, notably the Easter programs, the type is rather large.

From William Lewis Washburn, Patchogue, Long Island, we have received a package of attractive work, consisting mainly of specimens of limited editions of booklets bearing the imprint of the Palmetto Press, which was established by Mr. Washburn. Much of the work is attractively colored by hand.

OSCAR F. JACKSON, of Lansing, Michigan, is sending out a series of monthly calendars of unusual interest. In addition to their value as calendars, each month's issue is printed on a different color of stock, and in a different combination of colors, thus being useful in assisting the customer in making selections for his own work.

A PACKAGE of commercial work from R. E. Kenny, advertising manager for the Parlin & Orendorff Company, Canton, Illinois, contains some unusually good designs. While all of the specimens are of such nature as to call for no criticism whatever, a leaflet for the Y. M. C. A. is perhaps the best handling of an unusual amount of copy.

THE Acton Publishing Company, Limited, of Toronto and Montreal, sends an exceptionally attractive booklet treating of Acton service in printing and advertising. The cover is handsomely embossed in gold on white stock, with the inner pages printed in black, gold and a buff tint, also on white stock.

PAUL D. CREW, Creighton, Nebraska.—The cover of the cook-book is well arranged, although the lettering is rather weak in comparison

proof of the ability of this plant to handle the very highest class of printed matter. From the plain catalogue page in one color to the most elaborate process printing, examples of all classes of work are shown in the booklet.

ONE of the finest specimens that has reached this department in some time is the program of the annual banquet of the Griffith-Stillings Press Benefit Association. The cover is embossed in gold in a blanked panel and each page of text is printed on a separate sheet and tipped on the leaf inside of a blanked panel, the leaves being folded and uncut at the heads, with each alternate two pages not printed. The whole effect is unusually good.

W. S. POWERS, Norfolk, Virginia.—Our only suggestion regarding the circular is that you obtain a trifle more variation in the sizes of the panels on the title-page. This could be easily done by taking a little space from the top panel and the one next to the bottom, placing the space thus gained in the panel containing the monogram. Where the panels in a design are too nearly equal in size, we lose that pleasing proportion which is desirable in the printed page and which is gained by a variation of areas. With this exception the work is excellent.

CHARLES F. HORTON, Greenwich, Connecticut.—While the specimens are, in general, excellent, there are one or two points to which we would call your attention. On the letter-head for *The Greenwich Press* there are too many type-faces, and if the whole heading were set in the same type as that used for the central group the effect would be more pleasing. One or two of the specimens show too much red in contrast with other colors. Where the warm colors—red, yellow and orange—are used, care should be taken that they be kept in small quantities, just enough to brighten up the page and not make it too flashy. On the "Brunswick" job there is not sufficient contrast in the

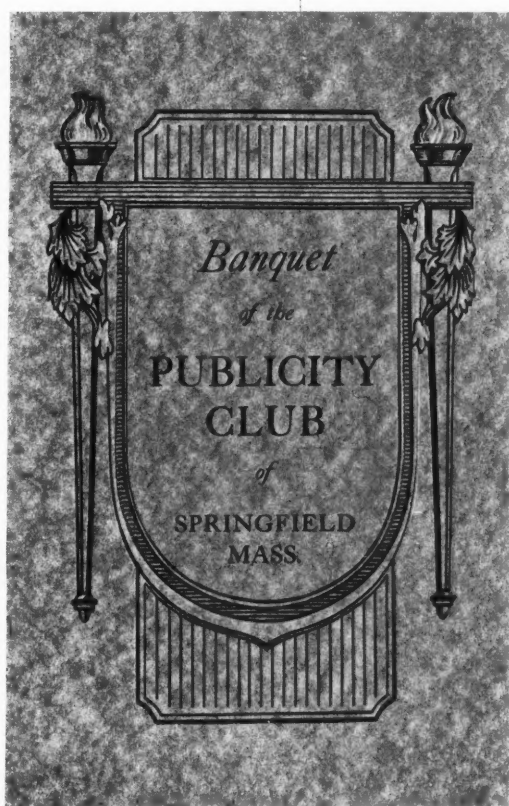
colors to warrant a second impression. The letter-head for the Greenwich Tire & Repair Company is especially attractive.

A PACKAGE of commercial work from the Loring-Axtell Company, Springfield, Massachusetts, contains excellent type-designs. Among other interesting arrangements are pamphlet cover-pages, two of which we show herewith.

E. H. BRENNAN, Welland, Ontario.—Both of the specimens are well handled, although there is perhaps too much variety in the treatment of the pages of the high-school job. If the title-page had been set in the type used for the following pages, a more harmonious result would have been secured, as the change from the text letter on the cover to the script letter on the title-page, and then again to the roman letter on the balance of the job, is not pleasing.

H. R. LISCHER, Waverly, Iowa.—While the title-page marked No. 1 is the more pleasing from the standpoint of design, perhaps the author's desire to bring out one certain line more strongly than the rest is what influenced the change. In this case, from the standpoint of its advertising value, No. 2 is preferable. Then, too, the type which has been used does not lend itself readily to the squared-up effects, the capitals being too irregular in shape. In fact, great care

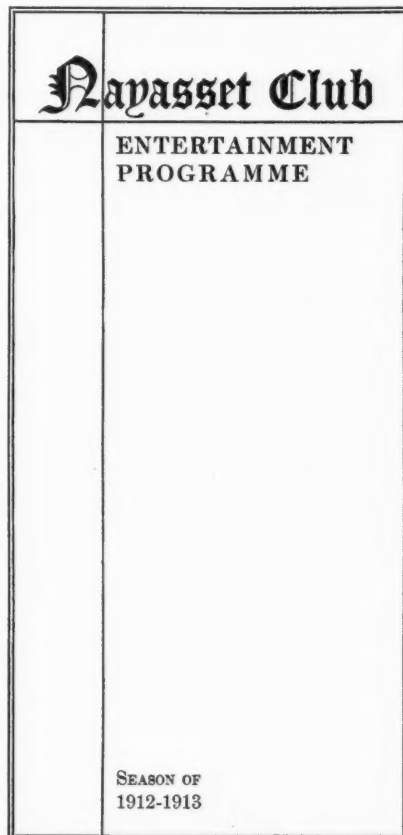
& Co., Pawtucket, Rhode Island; Commercial Art Press, Monmouth, Illinois; The Gerlach-Barklow Company, Joliet, Illinois; The Kingsbury Printing Company, Twin Falls, Idaho; Bureau of Printing, Manila, Philippine Islands; The Cayuga Press, Ithaca, New York.



Cover-design by the Loring-Axtell Company, Springfield, Massachusetts.

must be taken in using any text type in a squared-up arrangement, as the text-letter forms will not admit of the letter-spacing so frequently necessary to this style of display.

CALENDARS have been received from Stettmer Bros., New York city; The Du Bois Press, Rochester, New York; Boston Typographical Union, No. 13; Karl Schwidernoch, Vienna, Austria; Winnipeg Industrial Bureau, Winnipeg, Manitoba; The Smith-Brooks Printing Company, Denver, Colorado; The Charles Francis Press, New York city; J. M. Huber, New York city; Wagoner Printing Company, Galesburg, Illinois; Cayes & Turner, Martin, Tennessee; Standard Printing Company, Providence, Rhode Island; H. Hinze, New York city; The New York Edison Company; Cross Paper Feeder Company; The Star Journal, Sandusky, Ohio; Castle-Pierce Printing Company, Oshkosh, Wisconsin; Thomas Todd Company, Boston, Massachusetts; Peninsular Engraving Company, Detroit and Toledo; John W. Little



An unusual arrangement by the Loring-Axtell Company, Springfield, Massachusetts.

We wish to acknowledge additional holiday greetings from The Barnes-Crosby Company, Chicago; The Northern Trust Company, Chicago; D. E. Bloch, Portland, Oregon; The Ault & Wiborg Company; The Lammers-Shilling Company, Chicago; The Spirella Company, Meadville, Pennsylvania; Axel Edw. Sahlin, East Aurora, New York.

POETRY VERSUS VERSE.

If poetry with fire divine, would touch these clanking lines of mine, I'd burn the midnight oil to swell the bunch that on Olympus dwell. True, every printer has his place, at case or press he runs his race; sometimes into the sanctum chair, and I sit sadly bogging there to write some lines of verse or prose, a vacant space to fill. Lord knows, I'd love to make the stuff sublime; but kittle work is verse and rhyme. The kid who tries to fly a kite that won't go up—something's not right—is like to one that heights sublime would stagger at and hope to climb, but finds his number twelves of clay both bog him in the muddy way. No one can raise a lofty strain, but he that's born with soul and brain wherein the golden censor swings: the angels listen when *he* sings.—A. H. M.



MACHINE COMPOSITION

BY JOHN S. THOMPSON.

The experiences of composing-machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of getting results.

The Noise.

"When the mold disk comes forward to eject the slug and the matrices are being transferred from first to second elevator, there is a crash and the machine sometimes sticks for a second. The machine generally starts all right, and this trouble comes later in the day."

Answer.—Remedy the trouble by first trying out the disk movements. Observe closely as the disk stops before going forward on to the studs whether it goes too far or not far enough. If it goes too far, remedy with the shoes on cam No. 2. If it does not go far enough, possibly the brake is too tight or the disk binds in some way. Determine the cause of the trouble by examining the disk and by rotating it to see if it has proper freedom.

Spacebands.

O. C. W., an Ohio operator, writes: "Occasionally when the line transfers from the first to the second elevator the spacebands become wedged in the intermediate channel. The matrices transfer all right. This does not happen more than two or three times a day. How can I remedy this?"

Answer.—The next time this occurs, examine the position of all of the spacebands and especially the back ear of the first spaceband shifted. Quite likely you will find it is off the back rail of the intermediate channel. By placing a strip of leather in the intermediate channel so the lower end of the spacebands have contact with it, it will tend to prevent the swinging of the spacebands, and as a consequence will invariably prevent such a trouble. On some machines, there is a flat spring attached beneath the quad tumbling-bar that is intended to prevent the swinging of the bands; possibly your machine has this spring and may be it is not in operation.

Metal Trouble.

An operator writes: "I am having considerable difficulty with what I think is the metal. I recently put in a new crucible (having broken old one) and got it in all right, packing and all, also the mouthpiece in good shape; and when I came to test the lock-up used red ink spread on very thinly and got a good impression all the way across; but the metal accumulates on the mouthpiece just above the holes and seems to be cold. The bottom of the slug shows hot metal, while the face is cold; and finally the slug gets porous and sticks in the mold. The metal seems to me to be very thin, almost like water. Now, I think it is the metal, as with an almost perfect lock-up it doesn't seem to me that metal would accumulate on the mouthpiece until the lock-up is bad and metal drips down the back of the mold; the metal being in bad shape and very thin seems to be the cause. Am I right? The flame under the metal-pot

has to be cut down until it is almost out, while the one under the mouthpiece is on as high as possible. I have sent a pig of metal to the metal company to be examined, but thought best to ask for a suggestion from you. We bought fifty pounds of toning metal, and I used that, but it really seemed to make the metal worse. Is it the fault of the metal or loss of heat at the throat and mouthpiece, or is the lock-up imperfect (which I do not think)?"

Answer.—If you succeeded in getting the crucible in place properly, as you say, you will have to get after the heat, for as you state, the metal adheres to the mouthpiece and the face appears cold. The bottom of the slug appearing spongy only indicates a bad lock-up for the time only. Try the following plan. Increase the heat and also increase the stress of the pot-lever spring. Clean mouthpiece and cross-vents and back of mold. Send away about three lines, open vise and examine the pot mouthpiece. If metal has accumulated, clean the mouthpiece and repeat the operation, each time drawing out the mold disk for examination. After increasing the heat to a proper point the metal will not adhere in such a manner as to cause an imperfect lock-up. Do not turn mouthpiece burner down.

Carrying Off Gas from Linotype.

(1407) "I have read a great deal lately in your publication on the subject of ventilation and am writing to ask if you can offer any suggestions on the ventilation problems in the office in which I am employed. We have one linotype machine. The gas burner on the machine is kept lighted twenty-four hours a day and consequently the air is very bad. In fact several of the workers have complained of headaches and of being made sick on numerous occasions. This condition is only noticeable after it is too cold to keep the windows open, and is particularly noticeable late in the afternoon. I presume it is more evident then, owing to the fact that I have the boy open the windows and doors in the early morning before working hours and give the office a thorough airing for half an hour or so. The owners of the office are willing to provide means for better ventilation provided it is not too expensive. The only question is just what plan to adopt. Letting the windows down at the top does not seem to help much."

Answer.—Unless your machine is in continuous use it is wasteful to burn gas twenty-four hours a day. Besides it fills the room with a pernicious gas that is harmful to all who breathe it. If this is necessary, however, then you should provide a means of drawing off the waste gas from the chimney of the pot. This can be done by running a three-inch pipe from the nearest window to the chimney of the metal-pot. The pipe will extend either through the glass or have an outlet above the window, which can be

lowered a trifle to accommodate it. The pipe may be of galvanized iron, and may run vertically to a height equal to the place of exit of the horizontal part that will connect with the vertical piece with an elbow. As the consumed gas is the pernicious element it is necessary to remove it. Conducting it out of the building by the shortest way seems to be the only logical means of keeping the air in a reasonably pure condition.

Learning the Linotype.

A beginner on the linotype propounds the following queries: "(1) If you should not stick spacebands in metal-pot, how else can you get the metal off? (2) When I was assigned a machine, the metal was still hard after four hours—cleaned burners, but no relief. The machinist then took about two drops of mercury out of the governor. Is not the governor the proper place to adjust temperature for hot or cold metal? (3) What would cause machine to stop with a jar just as second elevator is to be released by its pawl? Locked spaceband shifter and as soon as releasing pawl was tripped, machine started. They told me the ejector-blade was caught."

Answer.—In case a spaceband is covered with metal and it will not break off readily, do not cut it off with a knife, nor pound it off with a hammer; just dip it into the metal-pot and move it around rapidly until it is free from metal, then dip it in oil and dry it. (2) If the governor contains too much mercury, or if the rod is set down too low with a normal supply of mercury, the gas supply is limited, and the metal might not melt in twenty-four hours. Hence if the raising of the adjusting-rod would give full flow, that is all that is required. If the rod is as high as it can go and more gas is still needed, the mercury must be diminished. The governor is the only place to control the temperature of the metal. It should be set correctly and then its control is automatic in action. (3) When an ejector is caught in the mold (on its return to normal), the second elevator is on its way up—not down. Probably you mistook its position or direction of movement when you made your observation. Remember this: Second elevator is on its way up and is usually nearly seated when the ejector is being withdrawn from the mold. Turn machine by hand and note position.

Pot Mouthpiece Leaks.

A Missouri operator writes: "The mouthpiece on a linotype machine here is causing trouble by leaking on the right end. Have put in a new mouthpiece with graphite and oil, but it still leaks. Can you advise me of something that can be applied to the mouthpiece when inserting that may stop this?"

Answer.—Mark the crucible just below the first jet so as to have an exact position in which to place the mouthpiece. While the pot is hot, drive the mouthpiece toward the keyboard, remove the wedge and take out the mouthpiece. Allow the pot to get cold. Clean the mouthpiece free from the oil, graphite and all traces of metal. Also clean the crucible where the mouthpiece is to be placed. Procure 5 cents' worth of litharge from a druggist and take one-half teaspoonful with a small amount of glycerin and mix into a stiff mass about like job-printing ink. With your finger put a thin, even coating of the litharge on the back of the mouthpiece. Rub graphite and oil on the wedge and place it and a hammer in a convenient position for use when required. Take the mouthpiece and pass it into position, being careful that the back edge is not rubbed on the left end of crucible, as this would scrape off the litharge and consequently leave a bare place which, later, would

allow the metal to escape. When the mouthpiece is placed up to the mark, pass in the wedge and begin driving with the hammer. At first drive easy and finally drive fairly hard, so as to give a firm seating of the mouthpiece. After it is driven tightly in place cut off whatever remains of the wedge outside of the end of the crucible, as this projection may cause trouble. Test the lock-up between the mouthpiece and the mold with ink and get it locking evenly. You will not be troubled by leaks if the foregoing is done correctly.

Cleaning Keyboard Cams.

A Michigan operator writes: "Will you kindly give me instructions for cleaning the keyboard cams?"

Answer.—If the cams are dirty and refuse to turn properly the only thing to do is to follow the instructions outlined in "The Mechanism of the Linotype," first chapter. The procedure is about as follows: (1) Remove belt and covers of the cams. (2) Remove the screws in the cam frame and lift them off evenly—that is, do not take off one end and then the other end, but both at the same time. (3) Draw out the wires and remove the cams and triggers. (4) Put the triggers to soak in a can of gasoline while you are cleaning the free end of each cam yoke. Do this with a clean cloth and gasoline. (5) Put clock oil on the cam pivot with a fine wire or broom straw. (6) Take a fine knife-blade file and sharpen the milled edge of each cam. (7) Wipe all triggers on a clean cloth and then rub them on a graphited cloth or board. (8) Clean and polish all the pivoting wires. (9) Clean the slots in the cam frames with a cloth and gasoline. (10) Put in your triggers, then your cam yokes. (11) Wash the rubber rolls, roughen them with coarse sandpaper, put them in the frames and oil the bearings. Take the magazine brush or any other clean brush and put graphite on it. Rub it back and forth on both sides of the upper end of all the keyboards. Then run your fingers over the keys a number of times in order to operate the bars and thus cause the loose graphite to fall off. (12) Lock the triggers on one of the cam frames and put it in place; then draw out the wire and lock the other set and place in machine. This should end any keyboard trouble originating in the cam frames.

Removing Metal from Pot.

A correspondent writes: "How is it possible to get every drop of metal out of the pot, as you advised an operator in Florida at top of page 80, October INLAND PRINTER, in order to treat the metal-pot for leaking? Am having the same trouble with a new No. 8, and it has been so since the first week. The pot seems to leak under the well, but does not after metal is melted."

Answer.—Procure a large iron spoon and bend the handle so it is nearly vertical. With this you can remove nearly all the metal outside the well. What remains can be taken out by using pieces of dry cotton cloth, which should be pushed down on the metal with a piece of wood or a metal rod. Of course, the heat must be maintained during the operation. The metal in the well below the inlet hole may be removed with a smaller spoon until but a small amount remains, and the balance can be taken out with a dry rag on a stick of wood, or by placing cold metal rods in the metal and moving the end about in the metal until a deposit is obtained which can be removed. A cold metal rod will pick up hot metal while a heated rod will not. The lye should not be applied until the pot has cooled. A strong solution is advised, and whether salt is used or not matters but little, for when the potash seeps through the fissure it will cause rust, which, together with the crystals of potash, will form a barrier, preventing the metal escaping.

It is a rare thing to have a pot leak owing to fissures. The usual cause for metal dropping into the burner is due to the filling of the pot up to the top of the crucible, allowing the metal to run through the seam into the asbestos packing, through which it later percolates.

Magazine.

A recent graduate of the Inland Printer Technical School writes: "(1) Would like to have your kindly advice and assistance in a matter that is causing me much annoyance. In looking over Machine Composition notes of two years back have found only one case that comes near it and that does not apply here. Do not see anything in 'Mechanism of the Linotype' that will actually remedy it. Do not remember learning anything at the school to cover it. Have an ancient Model 1, about 4,760, partly remodeled. Magazines have hinged covers at the mouth. Trouble is in the matrices leaving the mouth of magazine. Keyboard cams and also magazine have been cleaned very thoroughly. Matrices are not dirty or bruised. Keyrods rise quick enough, but do not release matrices, and then they stick at up stroke. Five or more keyrods will stick up at a time, and when I get behind and pull one down, using some force, they all come down together, jarring the row of v's and springing open that particular cover in spite of being clasped in place. Have examined some of the channels empty and find that the front pawls, instead of coming level with the bottom, stay up about one-thirty-second. Have tried this with the keyboard belt off also. Have tried the adjustment of em dash and e keyrod. The em-dash keyrod rises one-thirty-second above verge all right, but e does not; no trouble in e section. Trouble is all between comma and S, and only on keyrods governed by back keyboard cams. Have noticed this particularly only while running matrices out to place others in. The matrices between comma and S governed by back cams would always stick, while those governed by front cams would come at once. S will not come at all. This trouble occurs much more frequently on the eight-point magazine than on ten-point. The em quad, although out of the danger zone and governed by front cams, will stick out one-eighth inch and hammer against the top cover. Have examined magazine and do not see anything wrong with verges, verge-springs or partitions binding. (2) Do you know of any scheme for setting matter in the ditto marks (six pair) at beginning of line, two line-up figures with x between toward end and one pair of dittos to follow. Have learned some good composition tricks at the school for which I am truly thankful, but have not practiced on this. My idea is to measure with pica gage the center of each word to be dittoed, then subtract two points for first ditto mark, then watch scale on assembler-gate, dropping spaces all the time, and not put bands after figures begin. Have you a better way? A job is coming in which requires a lot of this work, but do not see any easy way to do it."

Answer.—(1) We judge that the fault lies in the pawls of the channels that are causing trouble. Remove the magazine and take out the S verge and note the top of each pawl. If these are bruised, square them up. Then polish the verge and pawls on fine emery and finally rub all three on a graphited board. While you have the magazine in a convenient position examine the end of the verge where the spring is attached, and if it is worn put in a new verge. You state there is not a clearance of one-thirty-second between the keyrod and verge. If the roll is not worn, and the rod is at the highest position, there should be such a space. If the keyrods do not rise off of the verges that are giving trouble note if there are any grooves in the

roller under these cams. Such a condition would cause the trouble. If a keyrod rises and does not return to place fully, it is likely that the verge is binding, or the keyrod spring is weak. Determine condition by examination. You should examine the back ears of a number of lower-case matrices and see if they are as clean as they should be. Matrices that are not clean will move slowly and may not slide fast enough to clear pawls, and when the reverse action takes place they are caught. Test the speed of your main pulley. It should run about sixty-eight revolutions per minute. If it goes faster it may cause you some trouble. The keyboard rolls should not be speeded above normal. (2) The method you refer to in setting ditto lines will do very nicely. However, if you had several sliding pointers (D 670) to go on the em scale of elevator it would be helpful in this work.

Recent Patents on Composing Machinery.

Escapement Pawl.—S. C. Nielsen, Brooklyn, N. Y., assignor to Mergenthaler Linotype Company, New York. Filed May 6, 1910. Issued January 7, 1913. No. 1,049,518.

Typesetter and Distributor.—A. Smith, Erie, Pa. Filed November 21, 1910. Issued January 14, 1913. No. 1,050,495.

Record-making Machine.—A. Smith, Erie, Pa. Filed February 2, 1911. Issued January 14, 1913. No. 1,050,496.

Type-line Quadder.—W. E. Brand, Boston, Mass., assignor to Vite-type Company, Portland, Me. Filed November 4, 1907. Issued January 28, 1913. No. 1,051,385.

WHEN FRANKLIN FLEW HIS KITE.

BY L. C. DAVIS.

Oh, wondrous things have come to view
Since Franklin flew his kite;
We've surely learned a thing or two
Since Franklin flew his kite;
In Franklin's time they wotted not
Of ampere, volt and kilowatt—
A candle was the best they got
When Franklin flew his kite.

They didn't have the wireless
When Franklin flew his kite;
Nor eke the cooker fireless
When Franklin flew his kite;
They had no moving-picture show,
No telephone, to shout "Hello!"
It must have been infernal slow
When Franklin flew his kite.

Missouri hadn't yet been shown
When Franklin flew his kite;
Joy-riding was a thing unknown
When Franklin flew his kite;
No flying autos filled the scene
With sparking-plugs and gasoline—
Oh, things were quiet and serene
When Franklin flew his kite.

They didn't have the phonograph
When Franklin flew his kite;
No photoplays to make you laugh
When Franklin flew his kite;
They didn't have their opera canned,
Served up in tabloid form so grand;
The printing-press was run by hand
When Franklin flew his kite.

They didn't have electric juice
When Franklin flew his kite;
They simply murmured "What's the use?"
When Franklin flew his kite;
And even to this very day
In Philadelphia, they say,
They jog along as was the way
When Franklin flew his kite.

— From Electric St. Louis.



ELECTROTYPING & STEREOTYPING

BY C. S. PARTRIDGE.

Correspondence relating to this department is respectfully invited from electrotypers, stereotypers and others. Individual experiences in any way pertaining to the trade are solicited. Inquiries will receive prompt attention. Differences of opinion regarding answers given by the editor will receive respectful consideration. Address The Inland Printer Company, Chicago.

Aluminotypes.

The following description of the process of manufacturing aluminotypes was written by George E. Dunton for the International Stereotypers and Electrotypers' Journal:

The production of printing-plates by the aluminotype process is not new, neither is it a radical departure or even a deviation from many of the earlier methods of operation in the making of stereotypes in the days of "plaster casting." The fundamental principles of producing stereotype printing-plates by means of plaster casts are described in a catalogue of stereotyping and electrotyping machinery, published by Messrs. R. Hoe & Co., while the process was at the height of its popularity and usefulness, together with the clay process of a few years prior to that period for the production of book-plates and smaller printing surfaces.

In the present or so-called "Aluminotype" process, many of the improvements developed in the legitimate stereotype process have been interpolated and appropriated and the commonly known and time-honored stereo-metal has been supplanted by aluminum. In operation the process consists of making or taking a mold of the printing surface to be reproduced in a composite mixture of plaster and asbestos, brought apparently to a consistency of porridge. The forms are placed face up, on large slabs of aluminum, cleaned and otherwise prepared in the usual manner as to planing down, examining, tightening quoins, etc., and are then sprayed with a special oil. The thickness of the plate is regulated by the height of the furniture placed between the form and the lock-up, the desired or required thickness of the plate having been predetermined or established when the plate is to be cast to the required printing thickness. If the plates are to be roughed down, then the surplus metal proves of no particular moment.

A "gate" former is placed close against the guard-line on one side of the form, and the flask or retaining frame is placed over this form, resting on the furniture, and the mixed plaster and asbestos is carefully poured over the oiled surface within the flask sufficient to about cover the top of the type and carefully worked in with a long, thin or narrow brush similar to those our battery men use in "coating." Sufficient plaster is then poured in to fill the flask, and worked in with what appears to be the perforated back of the flask. These precautions are taken to preclude what the old-fashioned stereotyper would have called "picks" in the plates, especially where the plaster breaks off, filling the cups or bowls of the type or in rules.

About twenty minutes is required for the plaster to set

sufficiently to permit the raising of the flask and mold. The separation is produced by a pair of concentric rods placed previously in position under the two sides of the flask-frame in special recesses in the face of the frame. Each rod operates a pair of eccentrics, lifting the flask. This cast, which of course is impregnated with moisture, is placed in a steam-heated oven to dry out. Here it remains for about forty minutes.

To those familiar with the plaster-cast stereotype methods, there will at once become evident a marked similarity, inasmuch as the methods of production are related. The casting of the plate, in which the time-honored stereotype metal is supplanted by aluminum, is along the lines followed out in the modern mechanical devices embodied in the stereotype casting machines, so far as the operative principle of the casting-box is concerned. The box stands in an upright or vertical position, with an aperture near the bottom in line with which the "gate" formed in the cast — literally the plaster matrix — must come when the flask is placed in the box. A sheet of asbestos paper is placed in the box, against which the back of the plate is formed in the casting. The flask holding the matrix is placed in position, and the back of the box, like a lid or cover hinged at the bottom, is swung into position and held in place by suitable locking means. The melted aluminum is introduced by pouring the metal into a receptacle and then forcing it through the orifice at the bottom of the box, through the gate upward over the surface of the plaster matrix, filling the type and other indentures in the plaster, forming the plate.

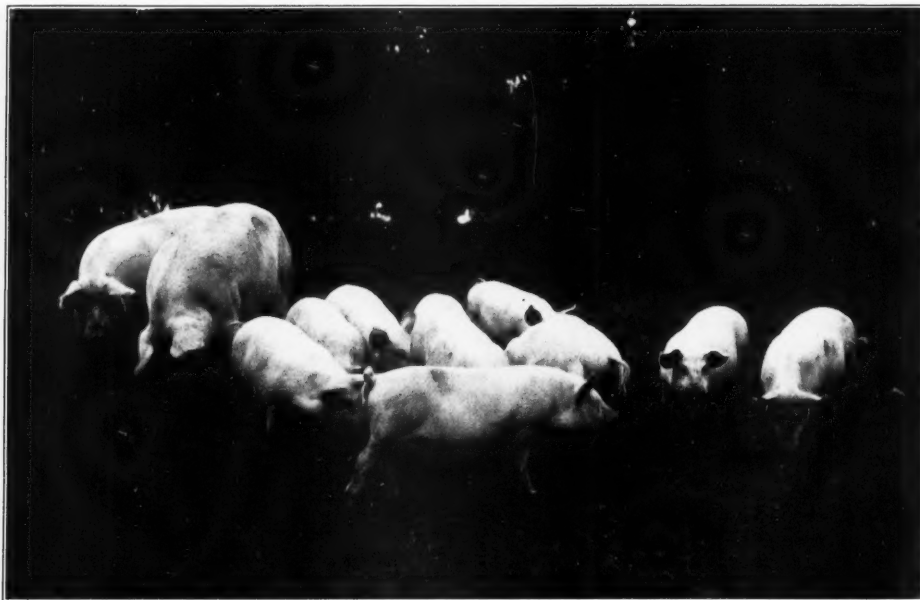
The receptacle for the molten metal is in the form of a cylinder having a movable compression piston entered through an open end of the cylinder, and operated in a horizontal plane by means of a lever, pinion and rack on the end of the piston-rod. The receptacle is provided with a hopper on the upper side through which the metal is poured. The receptacle, the orifice through the side of the casting-box, and the surface of the piston, with which the melted aluminum comes in contact, must be protected with asbestos which is formed into the desired shapes in advance and stocked. After the mold has been filled with metal, the pressure must be maintained for an interval sufficient to allow or insure setting of the metal, otherwise there is liable to be a warping or distortion of the plate, due to sudden gas expansion within the enclosure of the casting-box.

The melting of the aluminum is an important factor in the process, its fusing or melting point being 1,292° F. The melting is carried on in crucibles, which are subjected to an intense heat surrounding the whole. Gas and air or compressed petroleum vapor are best adapted

to the operation. The furnaces are similar to those used by brassfounders for crucible smelting. The molten metal is ladled from the crucibles with long-handled, cast-steel ladles, which resist the heat better than those of wrought iron. Skimming or drossing the metal in the ladle prior to pouring is done with a piece of wood, as metal skimmers soon melt, injuring the aluminum.

When the cast has become sufficiently cool to handle, it is taken from the box and the flask removed. The plaster adhering to the face is then removed by using compressed air and then washing. The plate is then dried and goes to the finisher. By the interposition of special furniture in the forms, plates may have the bevels formed around the sides at the time of casting, which is advisable, as the tenacity of the metal makes it damaging to the cutting edges of tools—more so than a much harder

humorists are in a manner classed together. "They were giants of a race that became extinct when Mark Twain died," he has written. Once at a dinner at which both Artemus Ward and Mark Twain were present, Ward lifted his glass and said, gravely, "I give you Upper Canada." After the company had drunk the toast in some bewilderment, one of them said, "Of course, Artemus, it's all right, but why did you give us Upper Canada?" "Because I don't want it myself," was the prompt reply. Certainly this bit of nonsensical jesting bears the true stamp of American humor, and the man who originated it has written much that is still capable of delighting us in the way that we like best—the way that Mark Twain used with the highest genius. Samuel Clemens, of course, gained a world-wide reputation, but Ward, too, was something of an international figure. As a lecturer he quickly became



A COMMERCIAL COMBINE—PIGS AND CLOVER.

Photograph by R. R. Sallows, Goderich, Canada.

metal. The best results are obtained by using saws in place of edge cutters, and band saws are better adapted than the circular type. The plates need very little manipulation other than by machine, although I saw a man working over a pile of them with a hammer. The aluminum plate is, no doubt, longer lived than the ordinary stereotype, and possibly some electrotypes; but it is folly to claim that it will have a longer life than the fair electrotypes; and it is furthermore susceptible to the action of caustic soda and potash—the basis of lye. Electrotypes copper melts at 2,548° F., showing it to be a much harder metal. Cast iron becomes red hot at 980° F., which will serve as a comparison.

ARTEMUS WARD.

Artemus Ward is little known, except as a name, to the present generation; yet he was unquestionably a humorist of rare and original gifts, whose reputation would perhaps shine brighter to-day if it had not been in part eclipsed by the superior glory of Mark Twain. By Albert Bigelow Paine, Samuel Clemens' biographer, the two American

a favorite in London, and in a measure he prepared the way for Mark Twain's magnificent success in that city. Like Clemens, he received much high and discriminating praise—"Artemus the delicious," Charles Reade called him—and though we may not rank him with Mark Twain, we must think of him as a man of genius, gifted with a quaint, penetrating wit that was wholly his own and a sound sense which makes itself felt through his humorous diction and eccentric spelling.

HAD A COMPLAINT.

The angry citizen puffed into the office of the city editor.

"See here, sir," he yelled, "what do you mean by publishing my resignation from my political office in this way?"

"You gave the story out yourself, didn't you?" asked the editor.

"Of course I did," replied the angry citizen. "But your fool paper prints it under the head of Public Improvements."—*The Byron (Cal.) Times*.

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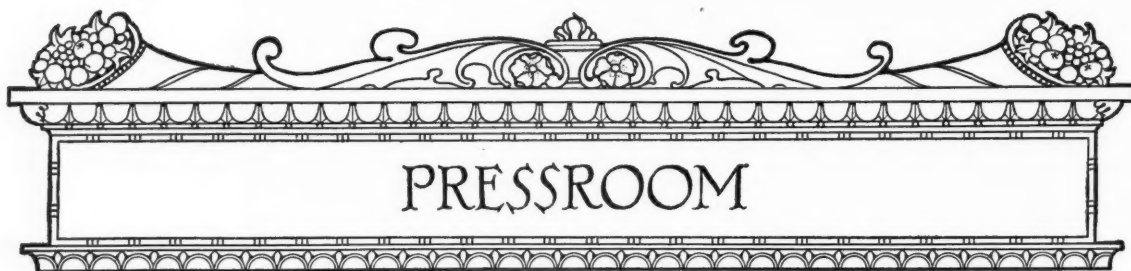
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A TRUE BELIEVER



The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science.

Glycerin for Fly-sticks.

A Canadian pressman suggests in reply to query No. 1418 that the rubbing of ordinary glycerin on the fly-sticks will prevent the smutting of sheets on rear-delivery presses. He states that as glycerin and ink do not mix it should prevent the accumulation of ink on the sticks.

Books on Overlay Cutting.

(1473) An eastern pressman working in a small town writes: "Is there any book or publication which tells or illustrates the proper way to cut an overlay for process-work?"

Answer.—The following books contain comprehensive instructions on the subject: "American Manual of Presswork," illustrated, price \$4; "Modern Presswork," 138 pages, price \$2. Both are for sale by The Inland Printer Company, and will be sent postpaid on receipt of price.

Sealing-wax for Embossing.

(1473) "Can you furnish us the address of a firm that carries the best sealing-wax for embossing on a job press? We are now using a composition but would like to get something that will harden quicker. Would like to know of a good book on embossing."

Answer.—Sealing-wax may be purchased from stationers. The constituent parts of fancy sealing-wax used in social correspondence differs but slightly from that used by express companies for sealing parcels or packets of money. The difference lies mainly in the amount of shellac combined with the cheaper elements such as rosin, chalk and the pigment used for coloring. If a pressman desires a fairly hard and quick-setting composition he can compound it himself by using rosin, turpentine, chalk or plaster of paris, and a few drops of castor-oil. We do not recommend this in preference to the compounds on the market, but if a pressman is going to use sealing-wax and pay fancy prices for it, he might just as well make his own compound. We believe that this tendency on the part of pressmen toward making compounds of this sort should be discouraged. "A Practical Guide to Embossing and Die Stamping," cloth, \$1.50; "Embossing, Blocking and Die Stamping," paper, 75 cents. Both are for sale by The Inland Printer Company.

Rollers Fail to Ink Form Properly.

(1477) Submits several copies of a weekly paper in which a light place appears in the print. This is plainly due to lack of contact by one of the form rollers. The printer writes in part as follows: "Under separate cover we are sending you copies of our weekly paper. We believe you can tell us the cause and perhaps suggest a remedy for the trouble that appears therein. The paper is run in two four-page forms, and in each there is a place that fails to

take ink. These places are not in the same position on the forms in relation to the gripper margin. There seems to be plenty of impression, and when inked with a hand-roller the forms print all right. During the past three months we have had 'printers' machinists' from Cleveland and from Pittsburg to repair the press. Before this it did not give this trouble. The first machinist replaced a broken star-wheel shaft, and then in a few days the press commenced to fail to ink in places. The second man came to overhaul the press, and while he was here it went all right, but is now as good a skipper of ink as it ever was."

Answer.—Possibly the accident that caused the breaking of the shaft had something to do with bending a form-roller stock. You should remove the form rollers and place them between centers or take them to a machine-shop and have them tested and straightened. When this is done place them in the press and reset the roller sockets. We do not believe the alterations in the press had anything especially to do with this trouble.

Embossing Gold Seals.

(1474) Submits a gold seal about one inch in diameter. It is embossed, but not sharply. The printer desires to improve the appearance of the work and wishes to emboss and print to give the dull effect at the one impression. He states that the dies are mounted on wood.

Answer.—The dies should be mounted on metal. This will enable you to turn out a long run without any yielding of the mount. In preparing the press for the embossing, lock the dies below the center of the chase, using metal furniture. See that the chase has no lateral play in the press. Clean the platen free of oil, and glue a sheet of tough manila to the surface. Have smooth, hard rollers and use cover-yellow ink. This ink will have a maximum of pigment. It may require reducing a trifle; if so, use turpentine, as it will tend to retain the flat appearance which is desired. Use a minimum quantity of the ink, as only the surface of the die should be inked and not the edge of the incised part. To take an impression place a piece of cardboard behind the form, removing it before running the job. The impression is not a necessity, for many pressmen can readily gage, by measuring from chase edge, the place where the embossing compound should be placed. In this instance, as the relief is low the layer of material for the counter-die need not be very thick. When it is placed in position and the first impression is taken, it will be noticed that there is a raised part between the several dies and around the outside of the outer margin of the dies. Trim this off, beveling it slightly, then lay a sheet of print paper in position and take an impression, allowing the press to stand on impression for about ten minutes, or longer if your previous experience with the particular compound denotes. The necessity for a fully hardened counter-die is

obvious. After the counter is hard, glue the guides to the manila sheet and make several trial impressions, all the while carrying the minimum quantity of ink. It is usually necessary to further trim the counter so as not to produce marks on the stock. Frequently wash out the die so that the fine lines of the design will give their face value, for if these lines are filled with ink, the raised part of the design will not have the normal relief nor will the brightness of the gilt show through the ink. The foregoing, in a general way, will indicate the plan of operation. It will necessarily need modification to meet the requirements of the work in hand. The judgment of the pressman will control the reducing of the ink and the application thereof.

Two Colors at One Impression.

(1479) "Can you furnish us with the address of the maker of a device for printing two colors at one impression on a flat-bed press, the colors to be divided in the center of the sheet?"

Answer.—There were two different methods of doing work of this kind advertised some time ago. The plans seemed feasible enough from the printed matter furnished; but as these devices are no longer placed before the printing public in the journals, we judge that they were faulty. However, if the work to be printed demands the sacrifice, and the space between colors in the form permits, the rollers can be cut, which will prove a barrier to the mixing of the colors and yet permit proper distribution. The girdling of the rollers must be with a groove which will slightly exceed the lateral movement of the vibrators of the form rollers and the movement of the angle rollers. The fountain feed roller need not be cut, but can be bound tightly with a half-inch strip of surgeons' adhesive tape, which will constrict its diameter sufficient to prevent the colors mixing where they join. The ink in the fountain may be separated by Paige fountain dividers, or by the old-fashioned method of using a bar of soap, which can be shaped to fit the space allowed. Of course no one will think of going to all this trouble for a short run in two colors. If the pressman outlines his plans before attempting this work, no error will be made in the cutting of the rollers, nor in any other detail.

Double Rolling for a Tint.

(1475) Submits a letter-head printed on dark cream enamel stock. The arrangement consists of a side panel of brass rule one and a half inches in width, extending nearly the full length of the paper. This panel is subdivided into three sections, the central one being one-half the length of the entire panel and printed with a tint as a ground color for a half-tone plate of a landscape. This engraving as well as the text in the panel below is printed in a dark photo-brown ink. Ample margin divides the engraving and the brass rule border which is printed in a dark orange ink. The upper panel, which is also enclosed by brass rule of the same face, extends from the vertical panel across the top of the paper. The spacing and arrangement is pleasing. This, however, is not what we wish to refer to. It is the selection of colors and the presswork which is most striking. The half-tone is printed in an excellent manner, being set off nicely by the harmonious tint surrounding it. The brass rule and type print sharp and clear, carrying just the proper amount of color. There is but one fault to be found and this one slightly mars the finish of work. The tint was printed first, and being about a point too long and too wide for the panel the rule lapped the edge. The printer could not very well change the brass rule to conform to the outlines of the tint-block, as they were mitered and well joined at the corners. As a con-

sequence this error had to go through. Had the rule border been printed first it would have been no trouble to trim the block to exactly fit the panel. This is where a transparent tint works in to advantage. Tints made of a neutral body and colored to the proper depth with ink may be printed over black or colored ink without materially modifying their tone. Many pressmen appear to have the idea that a tint is the ground for the key-plate, while to the contrary it is much to their advantage to print the key-plate first so that the subsequent registering of tints may be made easy. The pressman in referring to the tint states: "The tint was rolled twice, as one rolling left a dark streak near the lower side of the plate. This I think was caused by the rollers sliding. Can you suggest a remedy for this?"

Answer.—The sliding of the rollers can ordinarily be prevented by bearers being locked in the chase which will cause the rollers to rotate. The dark streak may be the result of a part of the roller having full quantity of ink which is deposited on the plate on the upward movement of the rollers. This double quantity of ink is laid on adjacent to where the denuded part of the roller touches, hence the contrast. The Talbot nonsliding truck rollers, which were recently placed on the market, will also tend to obviate this trouble.

Engraving Prints Gray.

(1480) Submits three impressions of a half-tone plate, two are printed on a fine grade of enamel stock, while the third is on a cheaper grade. The engraving is an excellent example of vignette work and has the appearance of being made ready properly. On two specimens the ink appears quite gray. Under the magnifier this ink film is evenly laid, and semitransparent. The best impression of the lot appears on the cheap grade of stock. The ink and make-ready do not appear to be the same as the first two impressions although the printer states they are consecutive prints. The following letter accompanies the sample: "Would like to know why the engravings of machine do not print black. These are consecutive prints. A good half-tone ink was used, but the results are unsatisfactory. Is the fault with the ink, paper, make-ready, rollers or engraving? Everything used was of the best."

Answer.—From what we can gather by a close examination of the stock and impression, we judge the ink is at fault. Evidently the printer made a mistake in one of the sheets submitted, for it shows a different make-ready and the ink appears to be of a different grade and is deposited in a dense film. We regret that a sample of the ink was not sent to us for trial. It is evident that the ink lacks body and covering capacity. Possibly it was reduced with varnish which lowered its tinctorial value. This is an error seldom made nowadays, for pressmen generally carry at least two grades of half-tone ink. The addition of a small quantity of soft half-tone ink to an ink that picks the stock in the solids is a more logical treatment than to add a reducing varnish or a grease. At no time in the history of inkmaking have the requirements of printers been met more promptly than at this period. An inkmaker recently made the statement that at this time there is scarcely a condition or a combination of circumstances in a pressroom that can not be readily met by the inkmaker with the aid of his chemist. Pressmen need scarcely worry or lose sleep over ink troubles. Put them up to the inkmaker.

A FIVER.

"In what shape did he appeal to you for help?"

"His appeal was V-shaped."—*Baltimore American.*

Written for THE INLAND PRINTER.

AN UP-TO-THE-MINUTE PRESSROOM.

BY S. H. HORGAN.



READER, just stop a moment and see if you can comprehend these figures: They refer to a newspaper pressroom just opened in New York in which there are five Hoe presses with a capacity for printing 372,000 sixteen-page papers an hour, using up more than a ton of paper a minute. Difficult to grasp, isn't it?

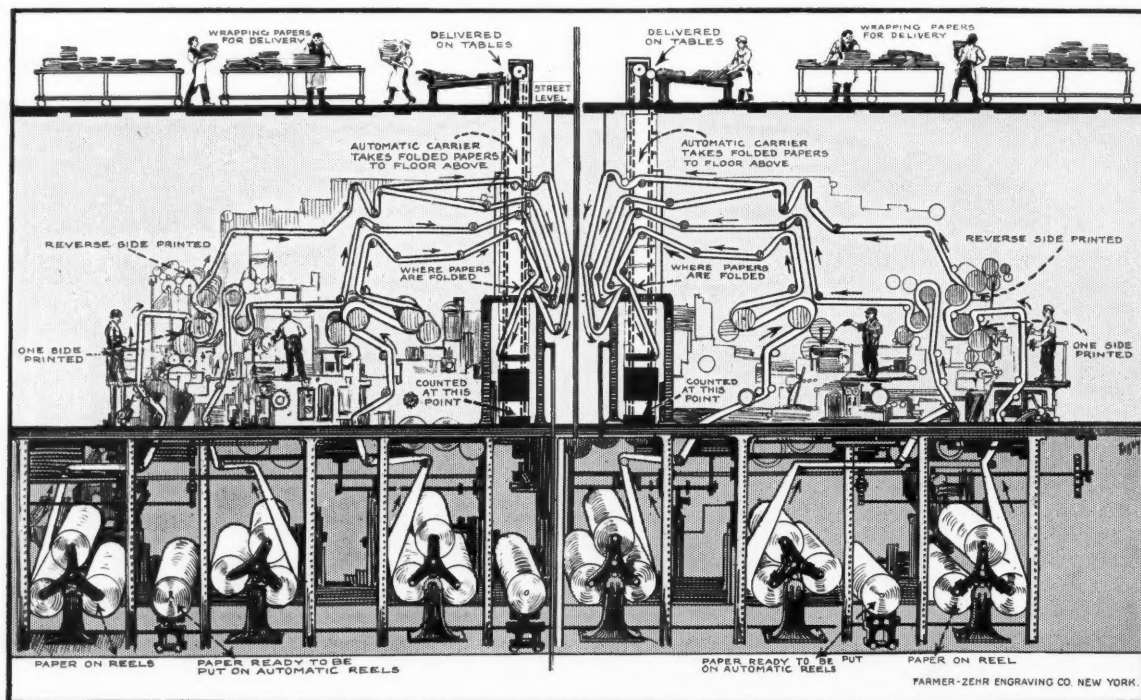
Let it be put in another way: These presses will print on both sides an unbroken ribbon of paper, two pages wide, at the rate of $12\frac{1}{2}$ miles a minute or 750 miles an hour; 25,000 miles of paper, or sufficient to go around the earth, printed on both sides two pages wide can be printed in thirty-three hours. Can you catch that?

Or put it still another way: These presses use up 102 rolls, each 32 inches in diameter and 67 inches wide, each

This only begins to tell the marvels of this up-to-the-minute pressroom. It will be noticed, in the illustration, that the reels of paper in the basement are in groups of three. This is so that a new roll may be fed to the press without stopping, which is accomplished by what is called the "flying paster." When a roll of paper is about exhausted the operator in the basement touches a button which causes the press to slow down slightly. He has the edge of the new roll of paper covered with paste which he slaps quickly against the end of the old roll, the paper from the new roll is drawn through and the press speeded up again to 300 revolutions a minute, so there is practically no time lost in changing rolls of paper.

Each of these gigantic presses is 51 feet long, 9 feet wide and 12 feet 6 inches high, and is composed of about 17,600 parts, the weight of each double press being approximately 110 tons. Each press is driven by two sixty-horse-power motors with two five-horse-power auxiliaries.

Even more wonderful is the manner by which these presses are stopped, started, moved slowly, or speeded up.



Sectional View of the New Pressroom of the New York Times.

one weighing about 1,400 pounds, so that in an hour about 71 tons of paper has passed through the presses.

These figures may appear stupendous, but what the printer will appreciate is the way the paper is handled and the illustration explains it most graphically. Instead of the rolls of paper being hoisted up to the top of the press and after printing upon be delivered folded at the bottom of the press to be carried away to the mailing-room by boys, in this plant the rolls of paper are handled in the subbasement under the pressroom. The paper is reeled from there through slits in the floor, where all fluff and dust is brushed from it, then through the rapidly revolving presses to the folders from which the papers are whisked to the delivery-room on the street level all counted and piled on tables. Why was not this plan thought of before?

All by means of push-buttons which a child could manipulate. Each double sextuple press has twenty-six button stations from which it can be operated. At each station there is a safety button, which protects every pressman from a sudden starting of the machine. When he pushes that button to "safe" he locks the press so that no one can move any portion of the press until that particular button has been pushed to "run" position. The ink to all the fountains in the presses is pumped through pipes from a tank holding 17,000 pounds of ink.

All this marvelous mechanism is required to supply the daily edition of the New York Times, a paper which has won its success on the motto: "All the News That's Fit to Print," and proven that yellow journalism is not necessary to build up a great circulation.



COST AND METHOD

BY BERNARD DANIELS.

An Estimate Wanted.

Each reader of the "Cost and Method" department is requested to send an estimate, based on the following specifications:

Eight thousand booklets — 20 printed pages and cover (cover printed pages 1 and 4). Trim size $3\frac{1}{2}$ (7) by 6 $\frac{1}{2}$ inches. Stock: Inside, 25 by 38 — 50 basis, sized and super-calendered; cover: 25 by 38 — 90 basis — tinted enamel. Printed with black ink. Bound: Saddle-wired (2 staples). Matter: Plain eight-point, with an average of one twelve-point heading to page, one small half-tone on cover.

Make your estimate on *your own estimate blank* and according to your own cost system and method of running the job. Indicating at the foot or in your letter accompanying it what profit you expect to make at your figures.

We shall use these figures as the basis of an article on estimating, but your name will not be published in connection with your figures should we use them.

The One-machine Plant.

The builders of typesetting machinery have argued long and loud over the one-machine plant from their point of view, but at this time we desire to take a different and broader angle of view and include in the subject the single machine of any kind.

All over the country are scattered printing-offices which come under the "one-machine" classification, either in part or as a whole, and it is to the owners and managers of such plants that this article is addressed. They are in a class by themselves because they have many difficulties that the larger plants escape.

In discussing this subject we are not going to mention any machine by name, but try and show the one-machine man how a careful record of performance and cost will help him make the most of his opportunities.

In the composing-room the single machine can not be run as cheaply as a battery of several machines; but by carefully selecting the work that the machine can do more economically than the hand-worker, it will pay. But to find out just what it can do most economically in your plant you must keep your own records, which you will find surprisingly different from those the salesman will show you, and your records must be kept in such a manner as to show not only the cost per hour, the cost of the work on each particular job, and the amount of product per hour on the machine, but also the cost of the additional hand labor required to complete the product up to the point at which it is ready for further handling or delivery. A comparison with the cost of a similar, or perhaps the same job at another time, will give you the comparative value of the machine, and the question of judgment will then come in to decide which way that particular job shall be done next time. A record should be kept of such decisions and frequently referred to.

If a large majority of the decisions are against the machines you must either look for work more suitable for the machine or carry it as a necessary evil for the job it does fit and endeavor to get a price according to your cost records, meanwhile giving the machine all the work it can do without unduly increasing the cost of the jobs.

In the pressroom the single machine does not always mean a one-press pressroom by any means. It is more likely to mean a plant containing one press each of several kinds or makes — showing good salesmanship on the part of the representative of the pressbuilder, and often poor judgment on the part of the buyer. Three presses of one size and make will often give a greater output and larger real profit than four presses of three or four different patterns even though some of them are really capable of running faster. The best results are, of course, always attained by having the machines that are most convenient for the workmen to use, and it is necessary for some one to try out all new makes of presses, but that is no reason why you should make your shop the proving ground for the pressbuilder.

Most of the "one-machine" pressrooms that worry their owners are the jobshops with one cylinder. It is always either too busy or with nothing to do, or the forms are either too large or too small. No matter what the size of the press it is always the same. You meet Smith and he tells his tale of woe on account of his 28 by 42 press that ought to be big enough to print a 32 by 44 sheet; and Brown who has a 33 by 46 is worrying because he can not print a 36 by 48. While perhaps in the next block is Jones with a 38 by 52 who is bemoaning the fact that all his forms are running to small sizes, and the editions are not long enough to warrant getting electros and doubling up to fill up the press.

In the bindery it is always the same. The cutter is just too small to handle the sheets from the big new press. The stitcher is always too light for that big tablet or the one stitcher will not turn out that big order of booklets quickly enough. Or perhaps it is the one folder that is just an inch too small to carry the sheets thirty-two pages on.

What is the lesson? Why, just this: The one-machine department must be considered as in embryo and care taken to take for it as much of the work that will fit it as possible, and when necessary to do so worry through with the extra big job by splitting it up, or in some cases by farming-out that part of it.

The man with the one-machine plant or department is like a company of skirmishers on a line of battle. He must exercise eternal vigilance not to become involved in a scrimmage with a force so large as to overwhelm him, and yet he must be ready to do and dare everything he can possibly get away with.

If you are a one-machine man do not lose your head and plunge and practically drown out your profits by getting

in too deep, nor yet stay so close to shore that you barely get your feet wet and have none of the pleasure of the swim.

Keep a close watch on costs and switch all the work possible to the "one machine," and when you can keep it busy eighty-five per cent of the time by actual carefully made time-records begin to look for another, and not until then. Better share some of your prosperity with your competitors than kill your own profits by having two machines only forty to fifty per cent productive.

The Cost of Carrying Stock.

This is an item of cost that the smaller city printers with the paper-dealer and supply house around the corner do not know anything about; and it is a real substantial cost, as can easily be proven by a little figuring.

The country printer a thousand miles from the type-founder, the wholesale paper house, the electrotyper, and the trade binder is dependent upon his own resources for anything needed in less than a week. Even the fellow only half that distance away must have in stock any material needed in less than three days, unless he wants to pay for telegrams and express charges.

Again, the country printer and his brother in the smaller cities and towns must buy in larger quantities than his city competitor, as the carriage charges add too large a percentage to small lots of stock. Where the city printer buys just enough of cut stock for his job the country printer must usually buy a full ream, or a full hundred sheets of cardboard, or a case of paper, and carry the remainder until opportunity offers for its use.

When in discussing charging and estimating we recommend the adding of 10 per cent or 12½ per cent for handling stock, there is often a chorus of cries that "it does not cost that much" — that "it is robbing our customers" to do anything of the kind. Is it? Let us consider for a little just what it does cost to carry and handle stock. The stock carried by the average out-of-the-city printer will usually turn over in three or four months, and the value is usually about a fourth of what he handles in a year, or perhaps a third. Taking an ordinary plant doing a business of say \$50,000 per year and handling for this \$16,000 to \$17,000 worth of stock, there will always be on hand about \$5,000 of stock.

Now let us see what this costs per year:

Interest on \$5,000, at 6 per cent per annum.....	\$300.00
Depreciation and waste in handling, say 3 per cent.....	150.00
Rent of storage space, about 1,000 square feet.....	150.00
Labor, storing and handling, one-fifth one man's time, at \$12 per week	120.00
Total annual cost of carrying \$5,000 stock.....	\$720.00

This shows a cost of 14½ per cent on the cost value of the stock, and the only item in it that is estimated is the depreciation and waste. In the plant from which these items were derived the stock was turned over more than three times a year, the actual amount handled being nearly \$17,500 and the unaccounted for waste used up in making dummies, odd sheets left over, soiled top sheets, sheets finger-marked in counting, etc., totaled up to 1.83 per cent, as most of it was used in small lots. We are sure that one per cent additional for bad bargains and changes of price causing a lowering of value is not too much. However, we would suggest that you figure out your own costs along these lines, and see just what the real figure is. It is almost sure to be more than ten per cent, and if a share of the overhead expense is included, it will likely be fifteen per cent.

Handling Outside Work.

There are times when even the much overequipped printing plant has more work than it can conveniently handle within its own walls, and many times when almost every plant has more than it knows what to do with in some one or more departments. Usually such a state of affairs is made an excuse for further overequipment and greater loss in dull times. The correct remedy is to share your prosperity with your fellow printers and give them some of the work.

There are a few printers who do this and are handling a much larger business on the same amount of capital than their fellows who insist upon doing it all themselves.

In other lines of human endeavor this dividing of the work is the usual method, and many manufacturers buy a number of their parts and only make a few and do the assembling, being thus able to make better profits. Until the present time the printer has refused to do this to any extent and has consequently found himself compelled to build up top-heavy plants that must either be run at a loss or remain idle a portion of the time to a greater or less extent.

Sometimes we think this is because the printer, of all manufacturers, is the one who allows a false pride to stand between him and success, and again the thought comes that it may be because he does not know exactly how to handle this class of work or rather this method of working.

There are few strictly trade printers in the United States, but in England and Europe there are quite a number, though there are some lithographers who largely handle trade work for the printers. This renders the printer who has work that it would pay him to give out suspicious of the outcome. He is afraid the man who helps him will try and cut his throat. The time is rapidly approaching, however, when the printer will divide his work, just as is done in other crafts, and place the different portions with experts in that particular part.

We already see this in the machine composition plants. They are patronized by the men who have machines as well as by those who have not. This is the entering wedge. Printers are learning that even a million ems is not a warrant for buying an extra machine and are farming out the surplus above their capacity. To a smaller extent the same thing is done in the binding — many printers do the small editions and send the medium and larger ones to the trade bindery. And this habit is growing, as it should.

Properly handled, the work done outside gives you a surer profit, if not so large, than the work you do in your plant. You divide the chance for mistakes in estimating or eliminate them from this portion of the work. All that is needed is a little system in handling the details.

First a few precautions: Get the other fellow's price before you estimate — don't make your own figure and then guess the other fellow will allow you a margin. Make up explicit specifications and get his price, add something for your cost of handling before and after, and add something for profit — easy, isn't it?

Now for details. After using more than ordinary care in getting the estimate right, make your instructions to the printer who is doing the work for you very explicit on all points; better be too careful before than too regretful when the work is done wrong; and always write out your instructions on the typewriter and keep a carbon copy. No, the other fellow is no worse than you are, but it is not safe to trust to memory or poorly written pencil notes.

Whether the portion of the work you give out is composition, presswork or binding, insist on seeing a final

proof just before going ahead and make sure that you look it over carefully and mark it O. K. If you are doing the work for the other fellow refuse to proceed further without the O. K.

Specify carefully the manner of delivery, whether in bundles of a certain number each, or cased, or loose; and who is to do the hauling and handling. These items make a difference in the cost of the job.

Don't pass an error on the part of the worker on one part of the job because you think it will be a little trouble to remedy and that the next man or the final man can fix it up all right, unless you expect to pay the man who fixes it for his trouble and labor. It is such things as this that make the handling of outside work such a bugbear to the average printer. He expects the outsider to make good his mistakes.

To sum up, the requisites for handling outside work with comfort and profit are a fair and reasonable understanding with the party of the second part as to the kind of work you expect from him, and the kind of material you are going to furnish him, and a living up to the agreement. Then all that is required is a little care in the following details:

Careful estimating according to known basis.

Explicit specifications for the outside man to figure on.

Explicit instructions written on the typewriter for him to follow during the work.

Care in examining and marking the O. K.

Care in specifying manner of delivery.

Promptness in doing your part of the work.

Careful pricing when all is finished.

And all through the work a careful observance of the sense of justice that at each successive stage the next man shall receive the proper service from the man ahead of him.

The fact that outside work divides responsibility and loss and tends to make more certain the profits has led to the creation of a class of contractors in the building and engineering trades who do only certain portions of the work they take and sublet the balance; and the probabilities are that in the very near future we shall have the printer contractor who will take the contract for building a book just as the building contractor takes the contract for the whole building and sublets it to the various mechanics and subcontractors who specialize on the different parts. And who knows but we shall have the architects of the book and catalogue to design it and supervise its construction.

The Making of a Price-list.

A price-list of the most frequently used kinds of commercial printing is a very useful thing to the salesman in a city where he must frequently quote prices offhand to satisfy his customer. It is a bad practice to quote verbally while talking to your prospect unless you have such a list. But you must be sure that your list is figured correctly and well balanced.

The correct method of figuring such a list is to estimate the cost of composition, lock-up, make-ready, stock, and running and delivery on the smallest quantity, and then add the stock, running and delivery on the larger quantities. Too many printers figure the price on one thousand and deduct for the smaller quantities, and nearly always make the price for the small quantities entirely too low in proportion.

The following price-list sent us by a subscriber in the Southwest will serve to illustrate what we mean, and, as he asked us to criticize it, he will no doubt be glad we can give other printers the benefit of our criticism.

PRICE-LIST OF JOBWORK.

	250	500	1000	Sub.
LETTER-HEADS, 8½ x 11:				
National Bank Bond or Seal	\$2.00	\$3.00	\$4.00	\$3.00
Southland or Yukon-Aurora	2.00	2.85	3.75	2.85
Ambassador Bond	2.25	3.25	4.75	3.75
NOTE-HEADS, 6 x 9½:				
National Bank Bond or Seal	2.00	2.25	3.25	2.75
Southland or Yukon-Aurora	1.75	2.00	3.00	2.50
STATEMENTS 5½ x 8½:				
Seal of Texas	1.85	2.15	3.15	2.85
Yukon-Aurora	1.75	2.00	2.90	2.65
BILL-HEADS:				
Seal of Texas 2's	3.00	3.50	5.00	4.00
" 4's	2.00	2.75	3.50	3.00
" 6's	1.85	2.50	3.25	2.75
Yukon-Aurora 2's	2.25	3.00	4.50	4.00
" 4's	2.00	2.25	3.25	3.00
" 6's	1.85	2.00	2.85	2.25
ENVELOPES:				
Excelsior XXX 6½	1.60	2.00	3.15	2.65
" XX 10	2.00	3.00	4.25	3.75
Ambassador Bond 16lb.	2.25	3.50	4.50	4.00
BUSINESS CARDS:				
No. 88, R. C. or Sq. C	1.25	1.50	2.50	2.00
No. 63, " "	1.30	1.60	2.75	2.25
No. 55, " "	1.50	2.15	3.00	2.50
POSTERS, MEDIUM COPY:				
6 x 9 Assorted or White	1.60	1.85	2.30	1.50
9 x 12 " "	2.50	2.80	3.50	2.25
12 x 18 " "	5.00	5.75	6.75	3.50

The above list has evidently been made arbitrarily by dropping even quarter or half dollars from the figures for the first thousand. To show how this works we will figure up 250 of the first item, as follows:

	First 250.	Add. 250.	Add. 500.
Stock	\$.33	\$.33	\$.65
Add for profit	.08	.08	.16
Composition	1.65		
Make-ready	.45		
Running 250	.18	.18	.36
Ink	.03	.02	.03
Delivery	.10	.03	.06
	\$2.82	\$.64	\$1.26

To show how different such a list would look when thus figured we show nearly the entire list, which shows that the price for small quantities in the original list were mostly too low, while those for the larger quantities, and especially the extra thousands, were often too high.

PRICE-LIST OF JOBWORK.

	Cost of Stock per M.	250	500	1000	Add. M. same time.
LETTER-HEADS:					
National Bank Bond	\$1.30	\$2.85	\$3.45	\$4.75	\$2.50
Southland Bond	.90	2.70	3.25	4.25	2.00
Ambassador Bond	1.85	3.00	3.85	5.50	3.25
NOTE-HEADS 6 x 9½:					
National Bank Bond	.80	2.10	2.60	3.60	1.85
Southland	.54	2.00	2.40	3.20	1.60
STATEMENTS 5½ x 8½:					
Seal of Texas	.70	2.05	2.50	3.50	1.75
Yukon-Aurora	.50	2.00	2.45	3.25	1.50
BILL-HEADS:					
Seal of Texas 2's	1.96	3.00	3.80	5.50	3.25
" 4's	.98	2.75	3.25	4.30	2.00
" 6's	.65	2.65	3.05	3.90	1.60
Yukon-Aurora 2's	1.40	2.85	3.50	4.80	2.60
" 4's	.70	2.65	3.05	4.00	1.70
" 6's	.47	2.60	2.95	3.75	1.50
ENVELOPES:					
Excelsior XXX 6½	1.05	1.50	2.00	3.00	2.10
" XX 10	1.44	1.55	2.15	3.50	2.60
Ambassador Bond 6½	1.90	1.75	2.50	4.25	3.25
BUSINESS CARDS:					
No. 88 R. C.	.60	1.85	2.20	2.90	1.50
No. 63 " "	.70	1.90	2.30	3.10	1.60
No. 55 " "	.80	1.95	2.35	3.25	1.70

The basis of figuring in this table is that of the Price Book of the United Typothetæ of America, the edition dated March, 1911, and would prove low for the present

time in some localities, as the report made at their recent convention showed a considerable increase in the cost of composition.

Estimates Versus Facts.

Among those printers who do not install cost systems and who sometimes say and feel that a cost system is more bother and expense than it is worth are many who feel in their own minds an unrest and dissatisfaction with their own figures and a desire to compare them with others; which, of course, they can not do, being made on a different basis.

The following letter shows the feeling and also the erroneous methods into which they sometimes stray:

The Inland Printer, Chicago, Illinois:

DEAR SIRS,—Am submitting estimate of cost of linotype composition in this shop, on which I would like your opinion as to correctness of method of figuring.

Combined cost of machine and melting furnace was about \$2,500. Have 1,000 pounds of metal, at 8 cents per pound.

Have figured cost as follows, for a year:

Salary of operator, at \$20 per week.....	\$1,040.00
Depreciation in metal, 25 per cent.....	20.00
Depreciation of machine, 5 per cent.....	125.00
Repairs on machine.....	25.00
Interest on investment, 5 per cent.....	125.00
Taxes and insurance.....	25.00
Power and light.....	36.00
Gasoline.....	64.00
Fuel for furnace.....	10.00
Rent.....	5.00
	<hr/>
	\$1,475.00

Dividing \$1,475 by 52, we have \$28.36 per week. With ten working hours per day, or sixty hours per week, we should thus make the cost 47 cents per hour, if all were chargeable time. However, I would figure only seven of the ten hours as chargeable, making the cost per hour about 67 cents.

How far am I off, and on what items?

It will be noted that the wages of operator are low for a good machinist-operator such as is necessary to get results out of a one-machine plant; that the rental of \$5 per year is evidently an error; that taxes and insurance of less than one per cent is also an evident error, probably about one-half of what it should be; that there is no allowance for lubricating oil and incidental expenses; and, finally, the figures are based on a ten-hour day, which is almost obsolete. Interest is also taken at too low a figure.

Our idea is that such estimates should be made only from actual records, and the rate per hour found by dividing by the number of hours actually sold—not only used but sold.

Making the corrections named above we should figure the hour cost of one machine of the value given by our correspondent, which seems low to us, as follows:

Investment, machine and furnace.....	\$2,500.00
Investment, metal.....	80.00
	<hr/>
COST OF OPERATING:	\$2,580.00
Operator's wages.....	\$1,040.00
Interest on investment, 6 per cent.....	154.80
Taxes and insurance.....	50.00
Rent, 100 square feet, at 5 cents per foot per month.....	60.00
Power and light.....	36.00
Depreciation on machine, 10 per cent.....	250.00
Depreciation on metal, 25 per cent.....	20.00
Gasoline.....	64.00
Fuel for furnace.....	10.00
Repairs to machine.....	25.00
Oil, rags, etc.....	5.00
	<hr/>
Department cost of machine.....	\$1,714.80
Share of overhead for superintendence, selling, delivery, office expenses, advertising, proofreading, etc., say 50 per cent....	857.40
	<hr/>
Total cost of machine for year.....	\$2,572.20

300 days of 8 hours, per year, gives 2,400 hours; 70 per cent productive gives 1,680 hours, at.....\$1.53+
If a 9-hour day is worked there will be 2,700 hours; 70 per cent productive gives 1,890 hours, at.....1.36+
A 10-hour day gives, on same basis, 2,100 hours, at.....1.22+

These figures are cost, and a profit must be added to them in selling. They should not be used by others as the cost of operating a one-machine "lino" department, as the price of a modern equipment is about double what our correspondent gives, and this would increase all items of fixed charge. This example is given to show how easily a well-intentioned printer may be misled in attempting to get at his costs without following some good system that has been standardized to the business. If the rest of his business is figured out similarly he will either lose money or the other departments will be carrying an unjust load. This is especially true of the items comprising the overhead or general expense such as proofreading and superintendence, and the proving and handling of the matter until it is ready for the make up, all of which our correspondent failed to account for and which he can not afford to allow his operator to do and stop the machine.

This question of distributing the burden of expense over the various operations is the stumbling-block over which even expert accountants have fallen down for years, and been satisfied to give annual statements of profit and loss which were correct so far as they went but useless as a guide to the printer in getting at the selling price, or rather the cost price of his product.

Study this over a little and send to the United Typothetae of America or the National Ben Franklin Club for sample blanks and directions for working a simple but accurate cost system that will show you the exact cost of every man and machine in your employ if you desire it, or of each department if that is all you need.

Efficiency as a Cost-reducer.

The fad of the hour is the so-called scientific management or efficiency which we hear from the lecture platform and in the columns of the trade journal almost perennially, and in almost every case the speakers and writers harp upon it as a cost-reducer. Real efficiency means the nearest to perfection in product and method that our present education and mechanical training will permit, and the higher the efficiency the lower the cost per unit of production; but here is where there comes in a large factor that we must not overlook in our mad chase after efficiency as a cost-reducer.

The first stage of results after the systematizing of a plant and the application of more scientific methods is an increase of efficiency larger than any future improvement will produce. It is the first big jump from absolute inefficiency and happy-go-lucky rule-of-thumb methods to the exactness of scientific systematization; the gap is a broad one and it takes a big jump. The noticeable result is usually a decided increase in the amount of output, which naturally means a reduction of cost, and in this lies a great danger, especially among printers who are largely in the habit of charging up the work done on a job according to the time-ticket when there is no estimate and of charging less than the estimate when the job comes through in less than the estimated time.

All efficiency records are made on a basis of averages and are therefore misleading unless used as such. It is too much to expect that a record be kept of a workman's physical condition and its variation from day to day, although all students of efficiency know that this will affect his product to quite a considerable extent; but it is also known

that, given a hundred workmen, their average physical condition will remain at normal because some are at the highest stage of efficiency while others are at the lowest, and the result is an average which is the normal rate of that class.

When the estimator and pricemaker become educated to the point of taking this normal or average efficiency as his factor in making prices or charges he is on safe ground and can make figures that will stand the test in the shop and make profits for the firm.

This basis being reached, it is possible by improved conditions and materials to gradually increase the average efficiency of any group or class of workmen and so reduce the final cost of the product. This is possible in the print-shop as well as the machine-shop, and should be the aim of every master printer who desires to make enough to retire at such an age that he has left in him the capacity to enjoy the fruit of his labors and before life becomes a burden.

To accomplish this, however, he must bear in mind one caution. Do not reduce your price because of a slightly increased efficiency. Do not aim to make the lowest possible price because efficiency has reduced your cost. Rather maintain the average market rate and take for yourself the extra profit which your brains and energy have given you through the efficiency you were wise enough to bring out in your plant.

There is no doubt that the profits in the printing business are to be much greater in the future and also that the individual workman will have better chances to make more according to his efficiency, and that notwithstanding the worker will make higher wages his product will be reduced in cost per unit of production, but not every employing printer, nor every working printer, will be wise enough nor patient enough to train himself to this greater efficiency of his own efforts while at the same time conserving his energy so that the greater product will really be at the expense of less fatigue of brain and body than the present. But there will also be a sufficient number of those whose efficiency will just pass muster to make it necessary for the estimator to figure on the average.

Efficiency will reduce costs, and when the product is sold at the correct average price efficiency will increase profits, and this is what every printer—employer and employee—should strive for.

PANAMA-CALIFORNIA INTERNATIONAL EXPOSITION.

All over the world men of vision have recognized that with the opening of the Panama Canal will come to the waiting land of the western slopes the man with the hoe, the man with the new idea, the man with money, and that a period of development probably unrivaled in the history of nations will begin. The great undeveloped Southwest will be developing all sorts of things for human use, and will hum in cities now established and to be built in years to come. Men highly trained in all lines of industry, seeking opportunity for investment of money or brain and economic independence, will invade these States to participate in their new era of development, and the West, recognizing her need of such men, will extend hearty welcome.

The great exposition to be held at San Diego every day of the year 1915, celebrating the formal opening of the canal, is to be unique in that its great purpose is to reveal to these men, and all others, whatever their vocation, not only the needs of the vast undeveloped portions of the Western States and of the foreign nations participating, but more the processes and methods of production and manufacture. Recognition of this unusual idea in

expositions was quick among progressive citizens of South American and Latin-American countries, and these have entered upon plans for magnificent displays, in keeping with the motive of the San Diego Exposition, with rare enthusiasm. The States of the West have been equally quick to see the educational value of such an exposition, and the plan of showing "not what man has done, but how he is doing it," has found cordial indorsement everywhere. The neighborly nations of the southern continent have evinced fine interest in the San Diego Exposition, and expect to reap therefrom a large increase in trade exchange with the United States.

The great central thought of the San Diego Exposition is to teach the "how" of production. To accomplish this there will be gathered and shown the most comprehensive display of processes, including those of manufacture, ever assembled. This is emphasized by the limiting of exhibition buildings to fifteen, exclusive of State and foreign buildings. One great purpose of the exposition will be to teach practical men practical ways of doing practical things, and in the manufactures building will be shown the widest array of processes of manufacture possible. This conception and this purpose constitutes the most striking claim of originality and educational value of the San Diego Exposition. While these processes will demonstrate by actual operation the production of things, no space will be given to a display of products, and the things produced will be removed from the exhibition buildings.

These exhibitions of processes will cover virtually every field in which manufacturers engage, and while they will show the most modern methods employed, the progress of man in the development of these processes will be shown also in exhibits of the earlier methods employed, from the simplest and crudest that marked the beginning of these industrial lines to the most modern and advanced systems used. The record of industrial evolution will be written as completely as ingenuity can devise.

There will be something of practical value to every visitor to the San Diego Exposition, and to make it such no effort is being spared. The enterprise will show to the immigrant from foreign lands, to the homeseeker from other States, to the laborer, the artisan, the farmer, the manufacturer, the builder, to every comer, the opportunities offered by every State and nation participating, present actual conditions in these communities, and make easy the selection of a place to live where conditions are of the character sought and where the opportunity is greatest in the line in which the exposition visitors may be interested.

OLD BOOKS.

New books for old, if cried through the streets, might bring the crier not a few treasures almost as precious as Aladdin's wonderful lamp. A hasty and afterward much regretted exchange of this sort was not long ago made by Sir Herbert Maxwell, as report avers, and he is now cautioning others to learn a lesson from his experience. Desiring the latest edition of a standard work of reference, and feeling unwilling to pay out the £35 demanded for it by the bookseller, he searched his library for something to offer in exchange, and chanced upon a set of the *Sporting Magazine* complete (1793-1870), which he innocently offered for the reference work. The offer was accepted without delay. Not many weeks afterward he experienced a sensation upon reading that a set of the periodical in question had just been sold at auction for £950. And now he is advising deliberation and care in the weeding out of old books from one's library.—*The Dial*.



Master Printers Organize.

The Master Printers of Easton and Phillipsburg, Pennsylvania, met on Tuesday, January 28, and after a banquet effected an organization with the purpose of forming a branch of the United Typothetae. E. P. Rush, of Easton, presided during the preliminary program. John R. Demarest, of Newark, addressed the meeting and told of the objects of the Typothetae and the benefits to be derived from an organization of this kind. A committee was appointed to nominate officers for a permanent organization and reported the following, who were elected: Harvey Mack, president; J. Floyd McPherson, vice-president; Clifford B. Fowler, secretary, and E. P. Rush, treasurer.

Conference on Scientific Management.

A conference which will be of great interest and value to all who are interested in scientific management will be held under the auspices of the Western Economic Society at Hotel Sherman, Chicago, March 14 and 15, 1913. The leading advocates of scientific management will present the fundamental features of their plans, and opportunity will be given for discussion, questions and criticisms.

Papers will be offered on such topics as the following: The Spirit of Scientific Management, Scientific Management from the Manufacturer's Point of View, Scientific Management Versus System, Scientific Time-study and a Proper Task, Wage Systems and Their Consequences, The Planning-room and Functional Foremanship, The Importance of Standardization, Organization and Personnel, The Selection of Employees, Scientific Management in Commercial Enterprises, The Social Significance of Scientific Management, Scientific Management and the Laborer, Some Object-lessons in Scientific Management, The Taylor System.

These papers will be presented by C. G. Barth, Dr. K. M. Blackford, M. L. Cooke, H. Emerson, F. M. Feiker, J. P. Frey, H. Godfrey, H. K. Hathaway, H. P. Kendall, H. W. Reed, F. W. Taylor, C. B. Thompson, S. E. Thompson, A. Walker, W. B. Wilson, and other speakers equally as prominent.

The executive offices of the society are located at Fifty-eighth street and Ellis avenue, Chicago.

Newspaper Institute at Seattle, Washington.

A debate over the cost system for country job-offices that was stopped only by nightfall and was later taken up at a reception in the evening at the Seattle Press Club marked the first day of an institute held at the University of Washington, January 13-15, by the newspaper men of the State of Washington. The other two days of the institute, which those attending asked to have made an annual feature, were given to advertising and the handling of news. The proceedings of the three days, containing a mass of technical material, will be printed as a bulletin by Edwin A. Start, extension director of the University.

The trouble with the printing business, according to Seneca C. Beach, of Portland, Ore., Pacific coast representative of the United Typothetae of America, is that most proprietors and managers know nothing about how to sell their product. Most such business, asserted Harry S. Stuff, proprietor of the Stuff Printing Concern, Seattle, is handed

to the printer. Very little of it, he declared, is really created. W. E. Brown, of the *Seattle Post-Intelligencer*, was inclined to doubt the workability of the cost system in country shops, thinking that the extra bookkeeping would prove prohibitive. Fred W. Kennedy, instructor in printing in the university, said that the way to keep men and get results from them was to treat them well, giving them raises in salary when their work merited it instead of waiting until compelled to do so. The Seattle branch of the Typothetae entertained the newspaper men at luncheon on January 14 in the Seattle Hotel.

The Indiana Printers' Cost School.

The printers of Indiana met in general assembly under the auspices of the Ben Franklin Club of Indiana at the Hotel Washington, Indianapolis, January 23-24. The club had decided to break away from the usual order of conventions and devote the time to actual work along cost-finding lines. To that end they secured the services of R. T. Porte, of Cincinnati, who was ably assisted by Thomas W. McGlaughlin and Theodore J. Turner.

The meeting was opened Thursday morning by a felicitous little address by H. R. Danner, president of the State club, which was responded to by Schuyler Miller, of Peru. Early in the afternoon tables were brought into the assembly-room and the "students" were provided with pencils, scratch-paper and the necessary blanks for entering a job, keeping time on it, transferring the time to the experience-sheets, and finally ascertaining the costs per hour. In this work Mr. Porte began at the primary grades and followed right through it all, simplifying every operation by explanations and examples.

The evening meeting took the form of a general discussion with Mr. Porte as the leader. The entire evening was profitably spent in asking and answering questions, and it was the opinion of every one present that never was there gathered together a more interested aggregation of printers.

The next day was given over entirely to the continuance of the cost-finding school, and as the study advanced the "students" became more and more interested. Full explanations were given of the Ben Franklin and Standard systems. At the close of the day several "students" remarked that more good had been accomplished in the two days of teaching than could have been accomplished in a half-dozen general conventions.

On the afternoon of the second day the reports of the secretary and treasurer were received and approved. President Danner made another little talk, complimenting his coworkers on the year's accomplishments. The secretary's and treasurer's reports showed the club to be entirely out of debt, and developed the fact that not a single contribution had been asked or received from any source in order to finance the gathering. It was reported that sufficient money was in the treasury to liquidate every obligation, and this statement was received with loud applause.

The election of officers followed, resulting in the promotion of the secretary, Julian Wetzel, manager of the Keystone Press, Indianapolis, to the office of president, and the promotion of D. P. Porterfield, Anchor Printing Company, Indianapolis, to the combined office of secretary and treasurer, Mr. Porterfield having previously filled the office of treasurer alone.

The two days' school closed in a blaze of glory with a banquet at the board of trade, at which George M. Cornelius, president of the local club, presided. The guests of honor were Henry Allen, secretary of the national organization, the new officers of the State club, representatives of

the various printing and allied industries in the city, the district chairmen and the board of directors. The speeches were confined for the most part to short after-dinner remarks of a more or less serious nature. The new president endeared himself to the boys in a few well-chosen and heartfelt remarks. William B. Burford, the Nestor of the printing industry in Indianapolis, related some experiences of his fifty years of active business in Indianapolis. C. P. Lesh, of the Lesh Paper Company, spoke on the relation of the printer to the paper house; Frank McAllister, of the Indiana Paper Company, spoke interestingly of the progress being made in all lines of endeavor, particularly in ours. Henry Allen spoke entertainingly of the printer as a business man, and Mr. Porte spoke briefly about the benefits of organization.

Poor Richard Club of Philadelphia.

The Poor Richard Club, of Philadelphia, which is composed of makers, buyers and sellers of advertising, held its seventh annual "junto," or banquet, on Friday evening, January 17, in the ballroom of the Bellevue-Stratford Hotel, with President Taft as guest of honor.

The room was beautifully decorated for the occasion with flowers and American flags. The stage was a solid bank of plants behind which was the orchestra. On one side was a plain white bust of Benjamin Franklin and above it hung the kite which has reposed in the rooms of the club since its organization. A large key was suspended from the kite.

As the strains of the opening march ceased every light in the room was extinguished and a spot-light turned upon the bust of Franklin. Following the time-honored custom, Mayer M. Swaab, Jr., delivered the club's toast to Poor Richard.

"Just 207 years ago you entered this sphere and with your arrival one of its most wonderful events occurred. A few years later you trod the streets of little Philadelphia, and with your arrival you made its history. We, your disciples, the members of the Poor Richard Club, almost worship at your shrine.

"Your works, your words live until this day and must endure forever. Prince of advertisers, we, your satellites, raise our glasses and drink to you, Poor Richard."

A unique feature which contributed to the interest of the evening was an arrangement whereby each of the diners could, by simply raising a telephone receiver beside his plate, listen to speeches, songs and instrumental selections delivered and played in the Lambs' Club in New York.

One of the speeches heard in this manner was by ex-Senator Towne, who vehemently declared that President Taft, during his administration, had done his duty to the people of the United States, regardless of politics, and expressed his hope and confidence that the nation would be reconciled to necessary reforms without the efforts of a third national political party. Another interesting feature of the phone entertainment was a rendition of "Why Did You Make Me Care?" by Max Rogers.

President Taft's address was preceded by talks from Mayer M. Swaab, Jr.; Representative J. Thompson Baker; Lafayette Young, ex-Senator from Iowa; Dr. Martin Brumbaugh, superintendent of public schools, and Herbert N. Casson, magazine writer and advertising expert. Louis J. Kolb, president of the club, was toastmaster of the evening.

Superintendent Brumbaugh in his speech referred to Franklin, declaring that he had a superabundance of a quality which too many business men of to-day lacked—

imagination. His great imagination, he said, gave Franklin the power to see into the future as well as to solve mysteries of science.

Ex-Senator Young, who is also a Des Moines editor, opened his address by saying that he was a real disciple of Franklin, perhaps the only one present, as he was a practical printer. In touching upon the problems of advertising, Mr. Young spoke of the results produced by master minds in this great department of business, and said he rejoiced that advertising is now more sincere, more on the square and greater than it ever was.

President Taft was the last of the speakers, coming into the room after addressing the Clover Club. His



EDITH.

Two-year-old daughter of H. G. Pottle, with the Peterson Linotyping Company, Chicago.

entrance was greeted with a loud burst of applause and cheering and waving of handkerchiefs, which lasted for some time when the song "He's a Jolly Good Fellow" was started and all joined in. His brief but stirring address made a profound impression, and at its conclusion the applause was even louder and more sustained than at his entrance into the room. He referred good naturedly to his recent defeat at the polls, and said that he was enjoying the last three months of his administration more than any of the preceding months, adding:

"There seems to be a kind of lifting of responsibility, an expectation of somebody else to step forward and first occupy that pleasant relation of dispensing the things that are needed, and then, that still pleasanter relation of carrying everything under heaven on his shoulders and being the object of the criticism of every good writer and every bad writer in the four years of his administration.

"It is not, my friends, that I would have you think that I would not have been better pleased by another four years of that dreadful responsibility, but I am philosopher enough to know that when the water has run under the mill to appreciate the situation that the Lord presents, and make the best of it.

"I sincerely hope that you will all enjoy during the four years next to come an abundant prosperity. I venture to think that with your relation to the public and business conditions, you perhaps feel the pulse of business with more certainty than any other class, and I hope that you think we are on the eve of a great movement forward of material prosperity because with that comes everything else good."

Midwinter Conference of Photoengravers.

The conference of manufacturing engravers from the Middle and South Atlantic States, held last month in Philadelphia, was a great success, both in attendance and in the amount of information distributed. The officers and Executive Committee of the International association were on hand, with the exception of H. B. Blatchly, of San Francisco, and John C. Bragdon, of Pittsburgh, who was kept away by illness.

It was expected that the Executive Committee would be able, from the mass of reports of cost systems they now have on hand, to formulate or suggest a scale for selling engravings that would be equitable, but they were only able to report progress at the close of the conference.

The Philadelphia Association of Manufacturing Photoengravers were hosts to the visitors, who numbered nearly one hundred. One of the interesting features of the second day of the conference was the presence by invitation of Matthew Woll and Louis A. Schwarz, president and treasurer respectively of the International Photoengravers' Union. Mr. Woll expressed his appreciation of the employers' courtesy and hoped that the two associations would meet frequently and discuss the economic questions in which employers and workmen were mutually interested.

Harry A. Gatchel, president of the Philadelphia association, presided, and Doctor Cattell, statistician, of Philadelphia, welcomed the visitors, to which President E. W. Houser, of the international association, responded.

It would be difficult to determine which of the addresses or discussions of the conference was most interesting. The paper of E. R. Currier, superintendent of the job-printing department of the Curtis Publishing Company, was considered most valuable, for the reason that his subject was "The Engraver from the Buyer's Point of View." And he did hold the mirror up to the engraver.

The other papers and addresses at the conference were by Messrs. Harry A. Gatchel, Max Levy, Victor W. Hurst, who suggested the conference, H. C. C. Stiles, L. B. Folsom, Louis Flader, I. H. Rubin, A. W. Sansom, Charles A. Stinson, B. F. James, John R. Bevan, John M. Keenan, George Underdown and others.

From an educational viewpoint a most valuable feature of the conference was the charts which George H. Benedict, of the International Cost Committee, showed as the result of tabulating cost-system reports from all over the country. They proved overwhelmingly Mr. Benedict's contention for years that engravers were losing more money than they could possibly believe on the minimum engravings.

In response to the request of the Cost Committee for records of the cost of square half-tones and zinc etchings the committee received replies from eleven firms in ten cities, and these figures tabulated showed that the average cost of minimum copper half-tones was \$2.23 each and the average cost of minimum zinc etchings was \$1.42 each. There is no engraver but is indebted to Mr. Benedict for the research he has given to this vital matter which has shown conclusively where the "leak" is in the engraver's profits.

The dinner tendered to the visitors was a delightful affair. Mr. Fred W. Gage, of Battle Creek, presided, and the speakers were Messrs. E. W. Houser, H. C. C. Stiles, B. W. Wilson, Max Levy, George H. Benedict, Edward Epstein, S. E. Blanchard, Gustav Zeese, Harry Hatch, Dr. Bodenheimer and S. H. Horgan.

The officers and directors of the Philadelphia association, who brought about this conference and entertained

the visitors so handsomely, were Messrs. Harry A. Gatchel, I. H. Rubin, Albert W. Sansom, J. H. Weeks, Charles W. Beck, Jr., Joseph McIntyre, John M. Keenan, John R. Bevan, Benjamin F. James, John E. Rogers, L. Bishton Botfield and Charles A. Stinson.

RIGHTS AFTER EXPIRATION OF COPYRIGHT.

Some light is thrown on a publisher's rights after the expiration of copyright or patent protection by the findings in the case of G. & C. Merriam Company vs. Saalfeld (198 F, 369 U. S. C. C. A.). Here it is set forth that though the specific protection afforded by the federal law no longer obtains, if the manufacturer or publisher has used a name of "apt description" so long and exclusively that it has become generally indicative of his product, he has the right to continue the use of such name and to be protected against unfair competition. But "the right to protection against unfair competition is incidental only to an existing business, and there can be no violation of such right except as there is injury to the business and good will through loss of sales or damage to the reputation of the goods."

Profits can be recovered by the complainant in such a case, says the court, only on the ground of the loss of sales. "But it may be presumed that the simulation was one of the causes that induced defendant's sales and prevented complainant's." The court goes further and declares that in case it is impossible to determine definitely that the alleged simulation did actually result in sales, nevertheless an accounting of profits may be required.—*From Printers' Ink, January 10, 1913.*

In the case referred to an accounting was required and settlement was made.

TO THE MEMORY OF THE AUTHOR OF THE NATIONAL ANTHEM.

A memorial tablet to the author of "The Star-Spangled Banner" was unveiled, with appropriate ceremonies, January 11, in the Mount Vernon Place Methodist Episcopal Church, Baltimore, the site of the house in which Francis Scott Key died just seventy years earlier. The tablet was presented to the church by the Baltimore Chapter of the Daughters of the American Revolution, and was afterward set in its permanent place on the corner of the building, facing Charles street. Mrs. Charles W. Bassett, honorary regent of the chapter, conceived and largely brought to accomplishment this tribute to Key, and the Baltimore sculptor, Hans Schuler, designed the tablet, a medallion portrait set against a partly furled flag, with appropriate inscriptions and ornamentation. In her address Mrs. Bassett called attention to the little-remembered fact that the Maryland lawyer, poet, and gentleman to whom we owe our national anthem, as many call the poem, was also a prolific hymn-writer, having produced, among others, the hymn beginning, "Lord, with glowing heart I praise Thee."—*The Dial.*

PRICES BUTCHERED TO MAKE A VERMONT HOLIDAY.

Special sale—In order to dispose of the large variety of holiday goods, of which we have a complete line, we have decided to make a special sale price on each and every article. F. H. HALL CO., Undertaker, Embalmer, and Funeral Director.—*Montpelier Argus.*



This department of service is designed to bring men of capacity in touch with the opportunities which are seeking them and which they are seeking. There is no charge attached to the service whatever. It is entirely an editorial enterprise. Applicants for space in this department are requested to write fully and freely to the editor, giving such references as they may consider convenient. Their applications will be reduced to a formal anonymous statement of their desires and their experience, a reference number attached and published in "The Inland Printer." Their names will be furnished to inquirers. Similarly, those who command opportunities which they are seeking men to fill will be accorded the same privilege under the same terms. The "get-together" movement has many phases. This is one which "The Inland Printer" has originated as especially desirable for the good of the trade.

Machinist-operator and Job Composer.

(1480) First-class job compositor and machinist-operator is desirous of making a change to some city of not less than twenty thousand inhabitants. Capable of taking care of all models of linotypes. Jobwork considered of a high class. Union.

Young Man Wanted to Take Charge of Job-office.

(1481) A first-class newspaper publishing plant in the East is looking for a young man who can take charge of and build up its job business. Owners willing to increase their machinery and facilities to handle more work, and would give party a liberal interest in the profits of the job business. Worthy of careful investigation by young man desirous of building up a business for himself.

Seeks Location as Pressroom Foreman in West.

(1482) Man of forty-five years, with twenty-eight years' experience on all kinds of presses, would like position in the West or Northwest as foreman of newspaper pressroom. For the last eight years has been superintendent of all mechanical departments on one of the big New York publications. Desires to make change on account of family. With his present employers twelve years.

Pressman.

(1483) Pressman, twenty-six years of age, with an all-around experience on various classes of printing-presses including automatics, and possessed of a wide mechanical knowledge, seeks to put the combined experience to the best advantage and would like to communicate with firm needing such services. Union.

Assistant Superintendent Wanted for Large Plant in Burma, India.

(1484) An assistant superintendent is wanted for the large American Baptist Mission Press at Rangoon, Burma. What is needed is a man who has a general operating knowledge of the printing business, and who will be capable of handling the business end of the concern. The press is under the direction of the American Baptist Foreign Mission Society, and the man who takes this position will need be a member of the Baptist Church. Over two hundred employed, and the concern occupies a fine plant. It is a fine opportunity for the right man. All inquiries will be promptly forwarded to proper party.

Seeks Location as Circulation Manager or Sporting Editor.

(1485) Young man twenty-four years of age would like a lucrative position as circulation manager or sporting editor on trade publication or newspaper. At present

advertising manager of good trade publication, which is soon to be sold. Two years sporting editor of large eastern daily. Willing to start at medium salary. Twenty-four. Married. First-class references.

Foreman.

(1486) A country-bred printer, with twelve years' experience both in country newspaper and city job shops, at present in charge of one of the largest and most modern country newspapers in the United States, would like to make a change to a similar position within thirty or fifty miles of a medium-sized city, or take charge of a medium-sized city job-shop. Thorough job, ad. and make-up man. Position must be permanent in return for conscientious and painstaking workmanship. Not less than \$20. Married; strictly sober and reliable.

Seeks Position as Job Composer or Pressman.

(1487) Thorough job compositor and platen pressman would like position in either capacity in Mississippi valley or South Atlantic coast, but will go anywhere should the offer be satisfactory. Twenty-five years' experience in printing-offices. Strictly sober and willing to demonstrate ability. Nonunion, but would join the union if located in a union town.

Manager or Superintendent of Photoengraving House.

(1488) Practical all-around photoengraver, twenty-seven years of age, would like to connect with a firm as manager or superintendent. Now foreman of a newspaper plant. Belongs to several orders. Good habits. Unmarried.

All-around Printer Would Buy Interest in Plant.

(1489) All-around printer, who has worked himself up from a newspaper hand, through the various departments—job composition, presswork, linotype machinist-operator, reporting and proofreading—is desirous of locating in a warmer and more equable climate (Texas, Arizona or southern California), and willing to serve in any capacity. Has a thousand dollars he would invest in an interest in a small plant. Holds good position as proofreader in New York State, but eyes will not stand the heavy work it is necessary to do now. Member of several big fraternal organizations. Good "mixer" and could handle outside work.

All-around Country Printer.

(1490) All-around country printer, twenty-two years of age, having both city and country experience, understanding presswork or composing-room work, seeks a change. Operate standard linotype, 3,200 ems an hour. Will go anywhere. Prefers position in mechanical end of country plant, or as a linotype operator in a large plant. Can also help on editorial work of a country paper. Strictly sober.

Manager or Superintendent of Commercial Printing Plant.

(1491) Printer with thorough knowledge of the printing business, thirty years' experience, for the past fifteen years as executive and manager, would like to secure position as manager or superintendent of a commercial printing plant, preferably the Eastern or Middle States, but would be willing to go West. Accurate knowledge of paper stocks, estimating, ruling and binding, and has the ability to lay out complicated and large work for composing and press rooms.

Pressman Would Like to Go into City Office.

(1492) Young man twenty years of age, with four years' experience at presswork, would like to go into a city office under instructions, with chance for rapid advancement. Considered a good mechanic, and has charge of all the machinery in a country office. Familiar with composing department work—can set type; distribute, make up forms for small books and has been accustomed to making up and locking up all his own forms for the past three years. No bad habits. Reliable.

Job and Ad. Compositor Seeks Change.

(1493) All-around country printer with ten years' experience at the trade, including experience on several makes of cylinder presses, soliciting jobwork and a little practice on Model 10 linotype, would like a position where these qualifications, together with energy, honesty and faithfulness are needed. Prefers northern climate. Relations with present employers the best, but personal reasons demand a change. Can use executive ability on both job and ad. work, and has held several positions as foreman in country offices—both weekly and daily. Student of I. C. S. advertising course. Married. Union. Twenty-five years of age. Total abstainer.

Opportunity for Printer Seeking New Location.

(1494) Advice from a big newspaper agency in the South reads: "We have one of the best locations for a well-equipped job-office in southern Georgia. Only paper in county, and plenty of local patronage with immense outside business. In need of a partner to furnish part capital to purchase plant to meet the need and demand. Only competition twenty miles distant. Fine farming section." Inquiries will be promptly forwarded party.

Seeks Position as Foreman or Assistant.

(1495) First-class printer, twenty-five years' experience, good proofreader and O. K. man, familiar with all branches of the business, desires a position as foreman in a medium-size plant, or as assistant in a larger one, in or close to Chicago. Union. Good habits.

Third-year Apprentice with Newspaper Experience.

(1496) Young man eighteen years of age would like to secure a position on newspaper in city, preferably on make-up. Is a third-year apprentice and has had experience on country newspaper, city job-shop and newspaper. Reasonably swift on Model 5 linotype. Prefers situation west of Mississippi river.

Forwarder, Finisher and All-around Bindery Man.

(1497) A practical forwarder, finisher and all-around man, capable of holding position at law, job, edition, magazine, blank-book and loose-leaf work, from pamphlet to high-art bookbinding, would like to secure a position in that capacity. Capable of holding an executive position. Twenty-years' experience. Steady. Sober. Union.

Compositor and Designer.

(1498) Thorough compositor, twelve years' experience, capable of any work in medium-size print-shop—good hand-letterer and fairly good commercial designer, would like position with some reliable firm where he can use his ability along the lines of layout work, hand-lettering and designing in connection with typework. Twenty-nine years old. Married.

Linotype Operator.

(1499) Linotype operator with six years' practical experience on newspaper and book matter, competent on Models 5, 6 and 10, would like to secure a position. Can change machine, if necessary. Speed 4,000. Union. Temperate, reliable and industrious.

Printer to Take Charge of Private Plant.

(1500) Young man twenty-three years of age, ambitious and energetic, wishes to take charge of private plant. Has nine years' of experience, practical, and thoroughly understands the business. I. T. U. Course student. At present employed as foreman in small plant in New York.

Superintendent of Medium-size Job-shop.

(1501) First-class all-around printer of twenty-six years' experience in newspaper and job printing, now doing a great deal of colorwork and gold and embossing, would like to secure a position as working foreman or superintendent of a medium-sized job-shop in a growing town in the East or Middle West, doing the better class of work. At present has charge of a private plant employing six people, but climate makes it necessary to change. Thirty-nine years of age, total abstainer, married. Union.

Seeks Foremanship of Medium-size Shop.

(1502) First-class man seeks position as foreman of up-to-date medium-size shop. Western States preferred. Can do all estimating, stock-cutting—in fact supervise the entire plant. Or will consider buying an established plant or starting new one. Has a little money. At present drawing \$30 per week.

Manager Seeks Location.

(1503) Man with many years' experience in managing and advertising fields of the printing business would like to take charge of a plant where he could get a reasonable salary and a percentage of profits, in the West or extreme East. Excellent references.

Job Compositor and Operator.

(1504) Job compositor with sixteen years' experience in the printing business would like position in Middle West. Married man. No bad habits and can furnish the best of references. Has worked two years on the linotype machine, can operate and take care of No. 8 Model.

Wants Position in Canadian Northwest.

(1505) Thoroughly experienced printer and linotype machinist-operator would like a position in the Canadian Northwest—Alberta section preferred. Thirty-seven years of age, and has been in the business twenty-eight years, all branches from devil to foreman. Last ten years on linotype. Has done more than nine thousand ems an hour. Clean proofs. Temperate; married. Union. Employed at present but seeks new field.

Compositor—Pressman—Machinist-operator.

(1506) Man thirty-eight years of age, with twenty-four years' experience as all-around man—compositor, pressman, machinist-operator on monotype and operator of linotype, would like position as general foreman or superintendent in an up-to-date shop. Familiar with tariff work, colorwork, embossing, bookwork and general job-printing of all kinds. Can estimate, understands cost system and economical production. Prefers East, but would go anywhere for proper salary. Union.



This department is designed to furnish information, when available, to inquirers on subjects not properly coming within the scope of the various technical departments of this magazine. The publication of these queries will undoubtedly lead to a closer understanding of conditions in the trade. All requests for information demanding a personal reply by mail should be accompanied by a self-addressed, stamped envelope.

Montgomery Pressfeeders' Seat.

(1464) "Will you kindly favor us with the address of the firm which makes the Montgomery pressfeeders' seat?"

Answer.—Montgomery Brothers Company, 429 American National Bank building, St. Paul, Minn.

Youngest Newspaper Publisher in Illinois.

(1482) "Can you give me any information as to who is the youngest newspaper publisher in Illinois?"

Answer.—We have been unable to get this information. Probably some of our Illinois readers can tell us.

Machine for Printing Paper Bags.

(1465) "Where can we get a machine for printing paper bags similar to those used in grocery stores?"

Answer.—The Harris Automatic Press Company, 431 South Dearborn street, Chicago, has a machine adapted to this kind of work.

Craftsman Papers.

(1467) "Can you give me the address of some firm carrying a stock of craftsman papers?"

Answer.—We have been unable to locate the firm carrying this particular paper, but trust this inquiry may bring the information.

Vacuum Cleaners for Printers' Use.

(1470) "Kindly give me the addresses of firms manufacturing vacuum cleaners for cleaning type-cases, etc."

Answer.—Duntley Products Company, 36 South State street, Chicago, and the Regina Company, 870 West Thirty-fourth street, New York.

Watch Fobs Made from Type, Spaces and Quads.

(1457) "Can you give me the name and address of the firm manufacturing watch fobs, made from type, spaces and quads?"

Answer.—American Type Founders Company, 300 Communipaw avenue, Jersey City, New Jersey.

Automatic Attachment for Lighting Linotype Burners.

(1481) "Can you give us the address of a firm making an alarm-clock attachment for lighting the burners of a linotype automatically?"

Answer.—We do not know of such an attachment. This inquiry may serve to bring the information.

Stock Forms for Municipal Work.

(1483) "Can you give us the address of a manufacturer of municipal blank-books where we can obtain stock forms suitable for listing local improvement assessment rolls on the five or ten year instalment system?"

Answer.—We have been advised that the following firms make a specialty of forms for municipal work: G. C.

Barnard & Co., St. Louis, Mo., and Lowman & Hanford Printing Company, 616 First avenue, Seattle, Washington. This inquiry may serve to bring further information on the matter.

Books Treating on the Swelled-gelatin Process.

(1459) "Are there any books on engraving that fully explain the swelled-gelatin process?"

Answer.—"Line Photoengraving," by William Gamble, and "Photoengraving," by Carl Schraubstadter, Jr. Both books can be purchased from The Inland Printer Company.

Journal for Stampmakers.

In our January issue (question No. 1387) a subscriber asked if there was a trade journal published in the interest of the stampmaker. We have been informed that the *Stamp Trade News* is the official organ of the International Stamp Manufacturers' Association. It is published by Robert H. Hay, 710 Thirteenth street, Washington, D. C.

Tapeless Newspaper Folder.

(1469) "Is there a tapeless newspaper folder on the market? If so, what company makes it?"

Answer.—We are unable to locate one. We are informed that a machine of this kind was made a number of years ago, but did not prove successful so its manufacture was discontinued. This inquiry may bring the desired information.

Course in Estimating and Cost-finding.

(1461) "Kindly let me know if there is a school where I can take a course in estimating and cost-finding."

Answer.—The School of Printing, 1500-1700 East Michigan street, Indianapolis, Ind. The Master Printer Publishing Company, 1001 Chestnut street, Philadelphia, Pa., has a correspondence course in estimating and cost-finding.

Colored Labels to Attach to Sheet-iron Surface.

(1458) "Please advise me where I can secure a label in colors which can be attached to the sheet-iron surface of a vacuum cleaner and varnished over?"

Answer.—The most suitable and artistic label for machinery is the Decalcomania transfer. This is made in colors and in various designs, and can be procured from the Meyercord Company, 1107 Chamber of Commerce building, Chicago.

Yard-sticks and Printing on Wood.

(1460) "Can you give us the names of several concerns who print yard-sticks or do other wood printing?"

Answer.—Lufkin Rule Company, Saginaw, Mich.; Silver Springs Manufacturing Company, Silver Springs, N. Y.; Hill Novelty Advertising Company, Bellefontaine,

Ohio; Coshocton Sign & Novelty Company, Coshocton, Ohio; American Manufacturing Concern, Jamestown, N. Y.; Westcott-Jewell Company, Seneca Falls, N. Y.; Cross Sign & Press Company, 1510 Dayton street, Chicago, Ill.

Lithographed Telephone Directory Calendars.

(1452) "Can you inform me where I can obtain lithographed telephone directory calendars, copyrighted 1911 by F. H. Schneider?"

Answer.—If any of our readers can give us this information it will be greatly appreciated.

Machine for Alternating Words Instead of Figures.

(1453) "Can you tell me if there is a machine on the market similar to a numbering machine for alternating the words original, duplicate and triplicate instead of figures?"

Answer.—We do not know of any such machine. If there is one this inquiry may serve to bring the information.

Printing Cotton Tape in Rolls.

(1462) "Can you advise me where I can get a machine for printing names on cotton tape in rolls? The ink must be absolutely fast."

Answer.—New Era Press, 348 Broadway, New York; Toledo Web Press Manufacturing Company, 102 Ottawa street, Toledo, Ohio; Gibbs-Brower Company, 261 Broadway, New York; Meisel Press & Manufacturing Company, 944 Dorchester avenue, Boston, Mass.

Lamps with Metal Bowls.

(1472) "Can you tell me where I can get metal-bowled lamps? The insurance companies object to the use of glass lamps."

Answer.—The Standard Company, 2436 West Fifteenth street; National Lamp & Brass Manufacturing Company, 231 West Illinois street; Pitkin & Brooks, 8-18 East Lake street; Western Lamp & Brass Works Company, 17-21 East Twenty-third street, all of Chicago.

Liquid Glue for Padding.

(1463) A correspondent asks for a recipe for liquid glue for padding purposes. He does not desire to use the ordinary glue-pot that has to be heated before the glue can be used.

Answer.—Glue, 20 parts; acetic acid, 20 parts; alcohol, 5 parts; formalin, 1 part. Cover the glue with cold water and allow it to remain thirty minutes, then pour off the water. Place the glue in a water bath and add the acetic acid and heat until solution takes place. When it has cooled off add the alcohol and finally the formalin. Keep in tightly corked cans or jugs, add copying ink of the desired color.

Round Corners on Labels.

(1460) A New York subscriber asks for the most efficient method of cutting round corners on labels. These labels are run twelve on, in lots of from two to four million.

Answer.—We would advise getting a round-corning machine with knives to cut two corners at once. With a machine of this kind the stock can be cut in five-hundred-sheet lifts, with a sheet of strawboard top and bottom. A boy could feed these into the machine, and the first stroke would take off two corners; then, by turning the bunch around, the five hundred are finished with the second stroke. Almost any typefoundry can furnish you with a machine of this character.

Ex Libris Book-plates.

(1456) "Can you give me the address of a firm which furnishes printed ex libris book-plates with designs into which names can be printed?"

Answer.—A. C. McClurg & Co., 218 South Wabash avenue, Chicago. If you desire a distinct ex libris book-plate with an original design depicting your favorite hobby or your profession, you can secure same, which will include the plate and five hundred labels, for \$10 and up by addressing The Inland Printer Company, 632 South Sherman street, Chicago.

Formula for Making Gelatin Insoluble.

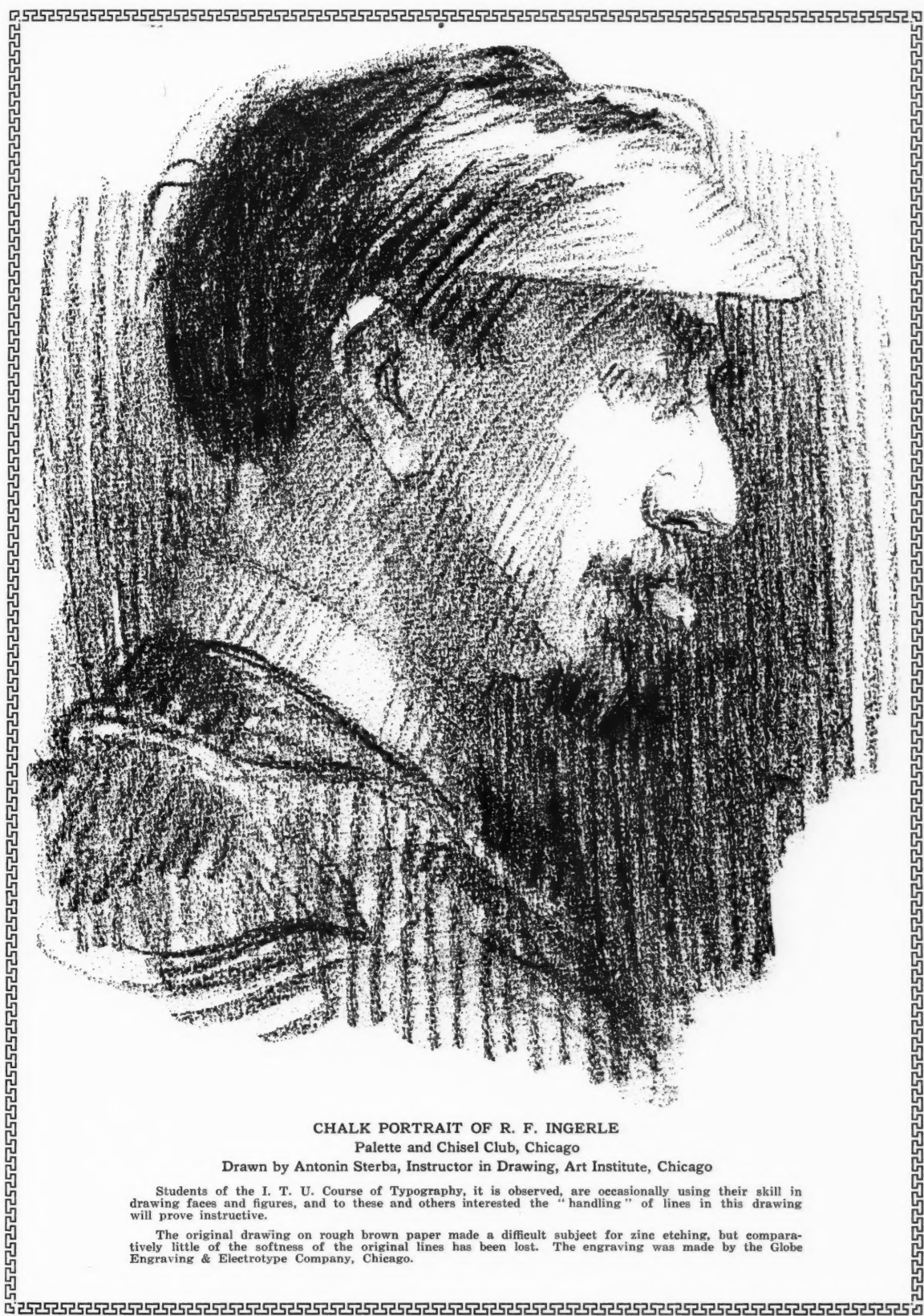
(1468) "Do you know of any way to treat gelatin to make it insoluble or waterproof when used as a coating on metal or cardboard? Have tried borax and also bichromate of potassium, but they do not answer the purpose."

Answer.—Gelatin that is mixed with a ten per cent solution of bichromate of potash becomes insoluble on exposure to strong light. Try the following plan of preparing it: Soak commercial gelatin in cold water until it is no longer brittle. Pour off the water and heat the gelatin in a water bath. When liquid, add the bichromate in whatever strength desired. The greater the strength of this solution the stronger its tendency toward insolubility after exposure to light. Coat the article with the solution and when dry expose to light. If part of the coating is screened from the light it will be soluble while the exposed part will be insoluble.

Lettering on Fabrikoid Leather—Gold Leaf.

(1398) "Can you tell me a good sizing for doing gold-lettering on fabrikoid leather, and the best way of applying it? What is the quickest and safest method of handling gold leaf—that is, taking from the pack and placing on article to be stamped? What is the best way of removing surplus leaf and any traces of sizing that may remain? Isn't the surface gone over with a preparation or oil of some kind?"

Answer.—Wash the imitation leather with wood or denatured alcohol, then sponge the material with malted milk (a thin solution of the milk powder in warm water). Gold leaf can be lifted out of the book by means of a wooden pad, the size of the leaf, covered with cotton-flannel slightly saturated with olive oil, and transferred directly to the sized surface, provided the leaf does not have to be cut. If the leaf must be cut, it is lifted out of the gold-book and laid on the leather cushion by means of a gold-knife (a knife or sharpened spatula). After being cut the gold strips are lifted up on the pad and laid on the material to be stamped as described above. To make the gold adhere to the material, the sized surface may be rubbed over with a little olive oil on a wad of cotton wool. The method of handling gold leaf is rather difficult. The gold-knife must be brought down with a quick pat outside the lower edge of the leaf, thereby forcing enough air under the leaf to raise it in order to shove the knife under. It is then lifted up, carried over and brought down on the cushion with just enough speed, but not too fast, to allow the right amount of air pressure to hold the leaf in a flat horizontal position while depositing. The knife and cushion should be well rubbed over with fine red chalk to prevent any moisture from adhering to either. If the leaf is wrinkled, or has an edge doubled over when laid down, it may be flattened out by blowing lightly on it from the center outward. It must be remembered that all handling should be gently but firmly done, as a common house-fly can carry a whole leaf, adhering to its feet.



CHALK PORTRAIT OF R. F. INGERLE

Palette and Chisel Club, Chicago

Drawn by Antonin Sterba, Instructor in Drawing, Art Institute, Chicago

Students of the I. T. U. Course of Typography, it is observed, are occasionally using their skill in drawing faces and figures, and to these and others interested the "handling" of lines in this drawing will prove instructive.

The original drawing on rough brown paper made a difficult subject for zinc etching, but comparatively little of the softness of the original lines has been lost. The engraving was made by the Globe Engraving & Electrotype Company, Chicago.

EARLY TRANSPORTATION.



PRINTING and transportation are the Siamese twins of civilization, for the life of one depends on the other. Printers of an antiquarian turn of mind interested in old presses and other appliances of their art stored and glass-cased in museums will find interest also in the means used to transport the glad tidings printed in days gone by on the relics hallowed by time. The Pennsylvania Railroad, invited to participate in the semicentennial of the Loyal War Governors' Conference of September 24, 1862, held in Altoona, Pennsylvania, on September 26, 1912, presented to the public a reproduction of early transportation methods.

The reproductions on floats were preceded by a mounted herald bearing a banner emblazoned with the legend: "The Pennsylvania Railroad Presents Early Transportation."

Following the herald was a band of thirty pieces, and, in succession, the floats: (1) Conestoga Wagon; (2) Canal

settler might have for disposition in eastern markets. Before the era of the railway the interior of the State was almost wholly supplied with merchandise by that vehicle of transportation.

After transportation by pack horses came ox-carts, moving over a wagon road blazed along the Indian trails from the Delaware river to the north branch of the Susquehanna. As the roads were improved the ox-teams gave way to more pretentious wagons drawn by horses. On the completion of the turnpikes in the latter part of the eighteenth and the early years of the nineteenth century, large wagons carrying from two to three tons and drawn by from four to six horses became the carrying equipment of trade. These teams were known as the "Conestoga" and the "Pitt," the former serving the trade of the interior of Pennsylvania and the latter that of Pittsburgh and beyond.

The Conestoga wagon was constructed with its center bending down so that its contents could not pitch forward at a descending grade in the road nor backward at an ascending one. It derived its name from the thrifty region



Conestoga Wagon.

Packet — Old Pittsburgh Line; (3) "John Bull" Train — Camden and Amboy Railroad, 1831; (4) First Steam Train to the West, 1834; (5) First Passenger Car with Elevated Roof, 1836.

Except the Conestoga wagon (borrowed for the occasion from Nathaniel Groff, of East Petersburg, Lancaster County, Pennsylvania), the exhibits were faithful reproductions, though somewhat reduced in size. Accompanying the floats, riding on the canal boat, in and on the old passenger coach, and walking alongside the floats, were young men and young women costumed as travelers of the period of the scenes presented.

Hanging from the sides of the floats were photographic reproductions of old posters, such as were usually displayed in the early days of transportation.

CONESTOGA WAGON.

The original Conestoga wagon showed the type of conveyance used previous to the introduction of the railway to transport emigrants and merchandise from the East to the West, returning with such products as the western

of Lancaster County, famous in the past, as it is in the present, for the quality of its live stock and vehicles.

The splendid draft horses raised in Lancaster County were famous as "Conestogas," and were in demand to haul the heavy wagons that increased trade demanded, and it was but natural that the trade name of the horse should attach itself to the wagon which it drew. As emigration advanced westward trade developed, and the thrifty farmer of the Conestoga became a common carrier and the Conestoga wagon a famous transportation vehicle.

CANAL PASSENGER PACKET.

This float was a faithful reproduction of the passenger boats used on the Pennsylvania Canal in 1836.

The first canal "packet" in Pennsylvania was a small boat built in Lancaster in 1828 and named the Red Rover. It was run on the Conestoga navigation or slack water canal between Lancaster and Safe Harbor until 1833, when it was taken up the Susquehanna to Columbia, put in the Pennsylvania Canal, and run as a passenger boat between Columbia and Middletown for some years.

The Red Rover was the original out of which was evolved the packet of 1836. This latter was a boat 72 feet long, 11 feet wide and 8 feet high. Its interior was divided into four sections—a mule stable, kitchen, gentlemen's cabin and ladies' cabin. Swinging sleeping berths were

Three mules were always in the stable. Mules were changed every eight miles.

Charles Dickens, in traveling over the Pennsylvania Canal, had this to say in his "American Notes" on the packet and packet travel:



Canal Packet—Old Pittsburgh Line.

fastened along the sides of the cabins and were separated from one another by curtains. Skylights, with twenty windows on each side of the boat protected by green Venetian shutters, permitted the light to enter the interior.

"Nor was the sight of this canal-boat in which we were to spend three or four days by any means a cheerful one, as it involved some uneasy speculations concerning the disposal of the passengers at night, and opened up a wide field



Locomotive "Lancaster"—First Steam Train to the West.

The boat would accommodate about one hundred and fifty passengers. It was painted white, with stripes of red and black above the water-line. The crew of the boat consisted of the captain, two drivers, two deck-hands, one cook and one scullion. It was drawn by three mules.

of inquiry touching the other domestic arrangements of the establishment, which was sufficiently disconcerting. However, there it was, a barge with a little house on it, viewed from the outside; and a caravan at a fair, viewed from within; the gentlemen being accommodated as the

spectators usually are in one of those locomotive museums of penny wonders; and the ladies being partitioned off by a red curtain after the manner of the dwarfs and giants in the same establishments, whose private lives are passed in rather close exclusiveness."


After describing the scenes and incidents of canal-boat traveling, he continues:

"And yet despite these oddities—and even they had for me at least a humor of their own—there was much in this mode of traveling which I heartily enjoyed at the

from Stevenson's shops, which accompanied the engine from England, as attested by Isaac Dripps, who put the original together upon its arrival in America. The locomotive, with the two passenger cars of the stage-body pattern, comprises the first steam train in the State of New Jersey, November 12, 1831.

After the locomotive had been run for some little time, considerable trouble was experienced from its running off the tracks when rounding curves. A pilot and a pair of wheels were then added to the locomotive, and the increased

WESTERN
TRANSPORTATION Co.
(D. LEECH & Co.)
Passengers' Line,
DAILY AT 8 O'CLOCK, A. M.
VIA PENNSYLVANIA CANALS AND RAIL ROADS
for
PITTSBURG,
VIA
COLUMBIA AND HARRISBURG.
THROUGH IN 4 DAYS.



	MILES		MILES
Fare to Harrisburg	111	Alexandria	208
do New Fort	138	Williamsburg	238
do Mexico	155	Holidaysburg	254
do Lewistown	171	Johnstown	270
do Huntingdon	216	Pittsburg	294

Passengers by this line will be carried through to Pittsburg, as soon as any line now running by the above route, passing over the Rail-Roads with day light. The cars on the Philadelphia, Columbia, and Portage Rail-Roads are of the best description and the accommodations in the Packet Boats, are equal to any, each having a Gentlemen's and Ladies' Cabin, fitted up with comfortable berths, exclusively for the accommodation of Passengers.

Don't mistake the office 43 Chestnut St., third door below Second, north side
JOHN CAMERON
Agent for the Proprietors

Philadelphia, May 21st, 1835

To Pittsburg



BY THE
NEW LINE
OF
RAIL ROAD CARS
AND
CANAL PACKETS.

THE WESTERN TRANSPORTATION COMPANY
(LEECH, ROBERTS & TOLAND'S LINE)

Respectfully inform the Public, they have made arrangements with Messrs. Slaymaker, Peters & Collier, of the Union Rail Road Company, to convey passengers to Columbia in their Cars, which leave the Corner of Broad and Vine Street at 7 o'clock, and 8 o'clock, every morning arriving at Columbia in time for the Packet, which leave at 6 o'clock in the evening, for Holidaysburg.—Passengers there take the Western Transportation Company's Cars across the Mountains, and proceed to Johnstown, from whence they will be conveyed by Packet to Pittsburg, making the journey with trifling fatigue in 4 days.

The Boats have each a Ladies' and Gentlemen's Cabin, with 25 berths and appropriate conveniences. The Tables are suitably provided, and the accommodations such as to insure comfort and render the tour most interesting to the traveler and invalid.

For further information, apply to W. J. Steel, Red Lion Hotel, Market Street, above Sixth Street, and for Freight to George W. Morgan, Agent, at the White Swan, Race Street, between 2d & 4th Streets, or at the Company's Warehouse, North Side, Chestnut Street, Schuylkill.

Prices to **HARRISBURG**, \$3.00 &c
LEWISTOWN, 4.50
HOLIDAYSBURG, 6.75
PITTSBURG, 8.00

March 1st '35

Facsimile of Original Poster—Philadelphia to Pittsburgh, 4 1-2 Days, and Facsimile of Original Poster Advertising Schedule and Rates to Pittsburgh.

time, and look back upon with great pleasure. Even the running up, bare-necked, at five o'clock in the morning, from the tainted cabin to the dirty deck; scooping up the icy water, plunging one's head into it, and drawing it out, all fresh and glowing with the cold, was a good thing. The quick walk along the towing path between that time and breakfast, when every vein and artery seemed to tingle with health; the exquisite beauty of the opening day, when the light came gleaming off from everything; the lazy motion of the boat, when one lay idly on the deck, looking through, rather than at, the deep blue sky; the gliding on at night, so noiselessly, past frowning hills, sullen with dark trees, and sometimes angry in one red burning spot high up, where unseen men lay crouching round a fire; the shining out of the bright stars undisturbed by the noise of wheels or steam or any other sound than the limpid rippling of the water as the boat went on; all these were pure delights."

"JOHN BULL" TRAIN.

This reproduction showed the original locomotive John Bull, as constructed for the Camden & Amboy Railroad Company. It was made from the original drawings

wheel base thus obtained eliminated the trouble. Many changes were also made to the tender.

The locomotive was exhibited at the Centennial Exhibition of 1876, and again at the Chicago Exposition of Railway Appliances in 1883. It was then taken to the United States National Museum, Washington, D. C., where it remained until the World's Columbian Exposition at Chicago in 1893. Upon this occasion it hauled a train of two cars, without assistance, from New York to Chicago, meeting a continual ovation over the entire route. There it was one of the greatest attractions at the World's Fair, carrying over fifty thousand passengers over the exhibition tracks in the Terminal Station yard.

The locomotive left Chicago again under steam at the close of the fair, coming east over the Pennsylvania lines, via the Southwest System, to Pittsburgh, and through Altoona, Harrisburg and Baltimore to Washington, arriving there December 13, 1893. Having made its last trip under steam, it was returned to the United States National Museum, to remain there permanently. The John Bull is the oldest complete locomotive in America.

FIRST STEAM TRAIN TO THE WEST — 1834.

This is a reproduction of the locomotive Lancaster and train. The locomotive was built by M. W. Baldwin, of Philadelphia, for the Philadelphia & Columbia Railroad, and the first practical locomotive put in use on that road. The two stage-body cars are reproductions of the original cars which were constructed to be drawn by horses, but modified to adapt them to the locomotive.

The Lancaster was the third locomotive built by Mr. Baldwin. It was contracted for with the Columbia and Philadelphia under authority of April 22, 1834; completed, delivered, and put in running on the road June 28, 1834. It weighed eight tons, had a capacity of drawing fifty-six gross tons inclusive of the weight of the cars, and moved its train seventy-seven miles in eight hours. It was used in hauling material for the completion of the road, and on October 7, 1834, drew the leading passenger train from Columbia to Philadelphia on the formal opening of the road. There were two trains, one drawn by the Lancaster and the other by its twin, the Columbia, each drawing seventeen four-wheel cars. The trains left Columbia at eight o'clock in the morning and arrived at Lancaster at

enjoying a triumph like to that which greeted Caesar on entering Rome. Philadelphia was in a blaze of enthusiasm, and its hospitality never shone brighter.

The Governor and his party were entertained until entertainment became almost a burden to its recipients. This kept up for one week, when the Governor left for the capital on a train of fifteen cars drawn by the Lancaster, with five hundred people aboard, over one-third of whom were enthusiastic and influential Philadelphians who would and did accompany him as far as Paoli before bidding him "Godspeed." The entry of the Lancaster was a new era to the Quaker City. It united industrial and commercial interests with transportation for the advancement of the city. The cars on these first trains were four-wheeled, with seats running with the sides of the car, and accommodated sixteen persons each — eight on a side.

FIRST PASSENGER CAR WITH ELEVATED ROOF — 1836.

The passenger car shown in the float was a reproduction of the first railroad coach equipped with an elevated roof. It was constructed in the shops of C. Allison, Philadelphia, in 1836, and put into service for the first time on



SENTENCED TO DEATH.

These men, natives of the Province of Luzon, Philippine Islands, killed an American and his native wife, near Goa. All were sentenced to death but the woman, who was sentenced to seventeen years' imprisonment. Dr. Daniel Troy Brantley, formerly an employee of the Henry O. Shepard Company, Chicago, as health officer for the district, was the principal witness for the prosecution.

nine o'clock. Among those on board were Governor Wolf, Henry Buehler, Daniel Sturgeon, auditor-general; Alexander Mahon, state treasurer; Gen. Samuel Workman, secretary of the land office; General Spangler, surveyor-general; James Clarke and Generals Mitchell and McCoy, canal commissioners; Gen. Simon Cameron; S. D. Patterson, editor of the *Pennsylvania Reporter*; Major Forster, Colonel Forney, Captain McAllister, and many others of more or less importance; also a brass band.

After an hour spent at Lancaster, exchanging felicitations with the citizens of that ancient burg, the party increased by a local committee composed of Thomas E. Franklin, C. Forry, John Gray, Emanuel Shaffer, Henry Keffer and R. W. Harrison, boarded the train which left for Philadelphia at ten o'clock.

The movement of the trains was greeted with a continuous ovation from the people, and Governor Wolf entered Philadelphia at half-past four o'clock in the afternoon,

July 4, 1836, at Philadelphia. Shortly after it was fitted with trucks (or bogies) in accordance with the invention of Richard Imlay, to whom was granted a patent September 21, 1837. It was probably the first passenger car to which the "bogie" was fitted. Imlay had constructed a car as early as 1830 which was capable of accommodating twelve persons inside; six persons, including the driver, on outside seats at either end, and twelve persons on a double seat running lengthwise on the top of the car.

These exhibits of early transportation methods formed a sharp contrast with the huge steam and electric locomotives, the all-steel passenger coaches, and the steel underframe fifty-ton capacity freight cars in use on the Pennsylvania Railroad to-day.

Some time the printing trades may succeed in joining their forces to obtain a series of progressive exhibits of the mechanisms of past days, working toward wonders alongside the compatriot science of transportation.



NEWSPAPER WORK

BY O. F. BYXBEE.

Editors and publishers of newspapers desiring criticism or notice of new features in their papers, rate-cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to O. F. Byxbee, 4727 Malden street, Chicago. If criticism is desired, a specific request must be made by letter or postal card.

Ad.-setting Contest No. 35.

One of the most interesting pieces of copy ever used in THE INLAND PRINTER'S ad.-setting contests is that reproduced last month in the announcement of Contest No. 35. It is a long, narrow ad. and one which apparently it will be difficult to display in any different way than shown in the

up THE INLAND PRINTER for February; the copy and rules will be found on page 721.

Some First-page Arrangements.

First-page arrangements are receiving more than usual attention just now, and reproductions in recent issues of THE INLAND PRINTER have inspired other publishers to

THE OBSERVER



Delaware County News.



First pages are receiving more than usual attention.

copy itself, and yet THE INLAND PRINTER readers in the past have taken just such difficult pieces of composition and found an almost endless variety of ways to arrange the ad. It is in just this way that these contests are of the greatest help. Just because it has been customary to arrange certain copy in a certain way is no reason why we should go on arranging it that way, and in using such an ad. for copy in a contest every one who enters not only contributes his own idea, but receives a hundred or more other ideas from those who submit ads. Contest No. 35 is an exceptional opportunity to gather ideas from many sources, and every compositor who is anxious to advance should not fail to have a part in it. There is still plenty of time to enter as the contest does not close until March 25. Look

send copies of their papers with requests for criticism. In the December issue was shown the first page of the Fulton (N. Y.) Observer, and it was suggested that a double-column head be used in the center of the page. The change was made in the issue of January 31, and the revised page is shown herewith. The gothic used for this double-column head is hardly heavy enough, but it is an improvement over the first reproduction. As stated before, it is remarkable how many news items are shown on this page of only six columns, and the headings are graded down very nicely. The Delaware County News sends two first pages for comment, and the better one is shown. This is a decidedly different type of page from that of the Observer, but it is a good arrangement, particularly where a paper is not

	1 wk.	2 wks.	3 wks.	1 mo.	3 mos.	6 mos.	1 year.
1 inch.....	\$.35	\$.65	\$.90	\$1.20	\$3.10	\$5.40	\$9.00
2 inches.....	.65	1.20	1.70	2.15	5.40	9.00	14.75
4 ".....	.90	1.70	2.35	2.95	7.25	11.75	19.25
6 ".....	1.20	2.15	2.95	3.65	9.00	14.75	24.00
8 ".....	1.45	2.55	3.45	4.35	10.50	17.00	28.00
10 ".....	1.70	2.95	4.00	5.10	11.75	19.25	32.00
12 ".....	2.15	3.65	5.10	6.25	14.75	24.00	40.00
14 ".....	2.55	4.35	5.95	7.35	17.00	28.00	47.00
20 ".....	4.35	7.35	9.85	12.00	28.00	47.00	77.00

The Alliance Semi-Weekly Times

SUN, MAY ALLIANCE BOX OFFICE CITY TERRACE FOUR NEWCASTLE WYOMING

POTASH NOW BEING TAKEN FROM WATERS OF JESS LAKE—INDUSTRY NOW BEING DEVELOPED

Lakes of Waters Without Oil may be Installed L. O. O. F. Encampment in Alliance with 29 Charter Members.

Potash is being taken from the waters of Jess Lake, and the industry now being developed. The Lakes of Waters Without Oil may be installed L. O. O. F. Encampment in Alliance with 29 Charter Members.

COMMISSIONERS SAY ALL ARE TO HAVE EQUAL CHANCE AT COURT-HOUSE PLANS AND BONDS

Preliminary Necessary for Making of New Court-houses are Disposed of This Week Session.

Commissioners say all are to have equal chance at court-house plans and bonds. Preliminary necessary for making of new court-houses are disposed of this week session.

C. G. CLEET TURNS OFFICER

ALLIANCE BOA ESTATE ACTIVE

C. G. Cleet turns officer. Alliance board estate active.

TOP SCHOOL CLEVER REACT

LITTLE CLARA GOODWIN DEAD

Top school clever react. Little Clara Goodwin dead.

MISTAKES FIRED BY INCENDIARY

FIRE SENTENCED TO PENITENTIARY

Mistakes fired by incendiary. Fire sentenced to penitentiary.

Military Experts Tell Why Turkey Has Failed Utterly to Stop the Bulgarians

Military experts tell why Turkey has failed utterly to stop the Bulgarians.

The other request is from a man who is about to start a paper in a small western town, who asks the following questions: "What would you advise as to size of type for the body of the paper? Would you run a five or six-column eight-page, half ready-print; or a five or six-column four-page, all home print? What rate would you advise as to subscription price and advertising?" For a weekly paper in a small town the best size of body type is eight-point. Unless you intend to lead the entire paper it will be better to get rather a small face, which will give the appearance of being leaded with one-point leads. Solid type is much easier to handle in the make-up, as hyphens and thin letters are not dropping off the ends of lines, and the expense of buying and the trouble of handling leads is avoided. A six-column, four-page paper, all home print, is most advisable.

If it is impossible to secure sufficient advertising and local news to fill the paper, this can be supplemented by special features in plate matter. The subscription price should not be less than \$1.50 per year, and for advertising rates the following card is suggested:

	1 wk.	2 wks.	3 wks.	1 mo.	3 mos.	6 mos.	1 year.
1 inch.....	\$.25	\$.45	\$.65	\$.85	\$2.25	\$3.90	\$6.75
2 inches.....	.45	.85	1.20	1.55	3.90	6.75	11.25
3 ".....	.65	1.20	1.70	2.10	5.35	9.05	15.00
4 ".....	.85	1.55	2.10	2.65	6.75	11.25	18.50
5 ".....	1.05	1.85	2.50	3.15	7.90	13.25	22.00
6 ".....	1.20	2.10	2.90	3.65	9.05	15.00	25.00
8 ".....	1.55	2.65	3.65	4.55	11.25	18.50	31.00
10 ".....	1.85	3.15	4.35	5.45	13.25	22.00	36.00
20 ".....	3.15	5.45	7.45	9.25	22.00	36.00	59.00

These prices are as low as any publisher can accept and continue in business, and are suitable for a six-column weekly paper in a small town until its circulation gets beyond the one thousand mark.

Note and Comment on Ad. Display.

That honest criticism of ads. is appreciated by readers of THE INLAND PRINTER is evidenced by the ever-increasing number received. Compositors repeatedly send specimens

Ottawa Laundry

In looking backward over the old year we feel right proud of the advancement that we have made in the past year. New machinery has been added (with other new equipment) finds us in the beginning of the new year with a first-class plant, and good reliable help that has been with me for a number of years, and that absolutely know how—and are working under the best of conditions. And we can assure you that no better laundry work, either Shirts, Collars, Cuffs, or Family Washing, can be done than will be done by the Ottawa Laundry.

JOHN Z. CLARK

Ottawa Laundry

No. 1.—An unusual arrangement by O. A. Thompson, Ottawa, Kansas.

of their work for criticism, and those which are given the hardest treatment are the first to come back. No effort is made to give "bouquets" unless they are justly merited, the principal purpose being to show compositors where their work may be improved. Fourteen packages of ads. were received last month, and while I would like to show reproductions from each compositor it is impossible to do so, as the space occupied by these criticisms must be kept

within reasonable limits. In order to be impartial and not keep any one waiting any longer than necessary, comments will be made on ads. in the order in which they are received, so that if any are missing this month they may be looked for in the next issue, or possibly the following number, as from thirty to sixty days must elapse even if ads. are given attention immediately upon receipt. It is pleasing to note this month that not a single package of ads. came rolled. Compositors should always remember to send their ads. either flat or folded, as it is impossible to give careful examination and comparison to ads. which are curled up and will not lie flat. O. A. Thompson, of Ottawa, Kansas,

Houston's Pretty Suburb

Classy, Explained Boulevard

Heights' Remarkable Activity



THE STORY OF A BOULEVARD

THE STORY OF A BOULEVARD

Community Class vs. Community Exclusiveness

COMMUNITY Class and Community Exclusiveness do not always go together. There are many who believe that a community is a desirable place in which to reside. HOUSTON HEIGHTS covers almost all. From the street and the school and the playground to the heart of the city, it is the ideal place to reside and raise a family.

For argument's sake, we will admit that on far a whole community, individuals, groups, clubs and organizations have been there all here are concerned. HOUSTON HEIGHTS and other high-class residential sections are equal.

But when it comes to character of all HOUSTON HEIGHTS and its surroundings, in contrast to other sections of Houston, it is a fact that HOUSTON HEIGHTS is a 22 block high-class residential section of Houston. And when it comes to the question of community exclusiveness, it is a fact that HOUSTON HEIGHTS is a 22 block high-class residential section of Houston. And when it comes to the question of community exclusiveness, it is a fact that HOUSTON HEIGHTS is a 22 block high-class residential section of Houston.

Compare HOUSTON HEIGHTS Homes With Homes in Other Communities

There is not a community in Houston that can rival HOUSTON HEIGHTS in the appearance or cost of its homes. The above picture is a picture of a typical HOUSTON HEIGHTS home. The homes along the way are not so different from the homes in Houston Heights.

This is not an example of HOUSTON HEIGHTS class. Suburban life for the masses in this city.



HOUSTON HEIGHTS

Compare HOUSTON HEIGHTS Homes With Homes in Other Communities

HOUSTON HEIGHTS Office

1900 Prairie Ave. Houston, Texas Phone PR 610

Compare HOUSTON HEIGHTS Homes With Homes in Other Communities

No. 2.—Full-page ad. by Pat Dougherty, Houston, Texas.

sent a number of very good ads. The one which is reproduced (No. 1) shows an unusual arrangement, and, while I do not as a rule approve of tipped panels, this is so neatly done and the effect is so clear and striking that it is certainly commendable. Mr. Thompson does not make a practice of using composition of this kind, but sets good, clear ads., with but little ornamentation. Next comes a full-page ad. from Pat Dougherty, advertising manager of Houston Heights, a suburb of Houston, Texas, who says he has received many helpful suggestions from reading THE INLAND PRINTER. His ad. (No. 2) shows a very neat arrangement and contains an excellent suggestion for publishers who are constantly requested to give reading notices to real-estate agents who are trying to boom suburban property. Why not point out to them the advantage of buying a full page like this once a week, using half of it for a display ad. and the other half for reading matter and illustrations? G. A. Stewart, the nineteen-year-old foreman of the Hiawatha (Kan.) News-Democrat, sends four full-page ads. and asks how his work can be improved. No. 3 is one of his specimens, all of which are set in this same neat and attractive style. A pleasing variation would

ment in No. 5. There should have been some variation in the body, bringing out the special club offers distinctively, and the coupon should have been at the bottom and set so that there would be room for a reader to fill it out. No. 7 comes from Imri Zumwalt, publisher of the Bonner Springs (Kan.) *Chieftain*. It is well arranged, and the only criticism is that the body letter and the gothic figures are too nearly the same size; a lighter-faced body letter or a two-line figure would have been better. J. G. Hinsey sends two ads. from the Dawson (Ga.) *News* which are satisfactorily arranged and displayed. Two others were enclosed, clipped from another paper, which evidently were not seriously intended for criticism. Alfred Steinman, who is now advertising manager of the Modesto (Cal.) *Herald*, sends a series of ads. for a clearance sale of a clothing house, set by J. R. Leonard, ad. man on the *Herald*. Three of these

date should not have appeared in the same panel with "and the," as it belonged with the two lines above. Some most excellent full-page ads. come from Rudolph Smith,

A WHALE OF A SALE

EVERY Suit and Overcoat in the store must go. We have decided to put in a new stock of merchandise for spring and must make room for it. Hart, Schaffner & Marx, Clothcraft etc. lines at your own price, and these prices have never been undersold. A glance over this ad. will surely be enough to make anyone clothes hungry. Come in and let us show you that we are giving you straight facts.



Men's Suits
All Hart, Schaffner & Marx suits, all sizes to select from. Suits which the larger stores never offer to close up at less than \$17.00, worth \$22.50 to \$27.50, our price \$14.99

100 men's suits, mostly Clothcraft all wool clothes, worth \$12.00 to \$18.00. To close them up \$8.99

50 men's suits, all sizes, worth \$7.50 to \$11.00. To close them up \$4.99

Men's All-Wool Overcoats
Most every shade and style to select from, made with overtable cloth, elegant collar etc. They are put in 4 lots at the following prices:

LOT 1. 32 to 44 sizes, worth from \$7.00 to \$9.00 at \$4.99

LOT 2. All sizes, worth \$10.00 to \$12.50 at \$7.49

LOT 3. Worth \$14.50 to \$20.00. Cash 'em up at \$9.99

LOT 4. Black Tiber overcoat, all sizes, worth \$7.00 at \$4.99



Boys' Overcoats
All styles and colors made with 66% wool, waterproof and lined. Double breasted suits 4 to 10.

LOT 1. Boys' overcoats, worth \$12.00 to \$15.00, close them up \$8.99

LOT 2. Boys' overcoats, worth \$10.00 to \$12.00, close them up \$7.49

LOT 3. Boys' overcoats, worth \$8.00 to \$10.00, close them up \$6.99

LOT 4. Boys' overcoats, worth \$6.00 to \$8.00, close them up \$5.99

LOT 5. Boys' overcoats, worth \$4.00 to \$6.00, close them up \$3.99

Youth's and Boys' Suits
There is a line of all sizes to all the new styles and colors.

LOT 1. Youth's suits, worth \$10.00 to \$12.00, close them up \$7.49

LOT 2. Youth's suits, worth \$8.00 to \$10.00, close them up \$6.99

LOT 3. Youth's suits, worth \$6.00 to \$8.00, close them up \$5.99

LOT 4. Youth's suits, worth \$4.00 to \$6.00, close them up \$3.99

LOT 5. Youth's suits, worth \$2.00 to \$4.00, close them up \$1.99

Miscellaneous
Men's slacks, lined coats worth \$5.00, close them up at \$3.99

Sweater coats and jerseys. Close 'em up - 1-3 off

Caps, all kinds - 1-3 off

Fall and winter gloves to close 'em up - 1-4 off

Men's 2-piece, all-wool up, downer, \$1 grade. 75c

Wool underwear, the \$1.00 grade - \$1.11

Cotton flannel gloves, 50c

Shoes pair for \$1.00

Flannel shirts - 1-3 off

Wool socks - 14c to 25c

THE PEERLESS CLOTHING CO.
BONNER SPRINGS, KANSAS

No. 7.—From Imri Zumwalt, publisher of the Bonner Springs (Kan.) *Chieftain*.

ads. (Nos. 8, 9 and 10) are selected for reproduction. The display type and border are owned by the advertiser, and the ads. have proven so attractive to other advertisers that frequent requests are made for the same type. They are unquestionably striking, and would not be overlooked in the pages of any paper. There were several ads. larger than No. 8, and more of the small ones, and Mr. Steinman asks if it would not have been better to alternate the large and small ads. instead of running all the small ones last, as was done in this instance. A still better plan would have been to run the small ads. in the same issues with the large ones, but on different pages. The large ads. should be continued to the very close of the sale, as the effect of such advertising is cumulative and the public is not as familiar with the advertiser's proposition as he, in his enthusiasm, is inclined to believe. William Leipnitz, of the Eau Claire (Wis.) *Telegram*, sends a well-displayed full-page ad., but space will not permit its reproduction. The

PLATO'S

Clearance Sale of Men's and Boys' Apparel Closes Saturday Night

THE tremendous reductions on Men's and Boys' Apparel caused much of our sales goods to move rapidly but there is yet some left, with all sizes to select from. Saturday night will witness the close of this phenomenal sale, so those who have yet to come have only two days in which to partake of our banquet of bargains.

\$10.00 men's and young men's suits and overcoats	\$7.75
\$12.50 men's and young men's suits and overcoats	\$9.75
\$15.00 men's and young men's suits and overcoats	\$11.25
\$20.00 men's and young men's suits and overcoats	\$14.75
\$22.50 men's and young men's suits and overcoats	\$19.85
\$25.00 men's and young men's suits and overcoats	\$21.25

OTHER BARGAINS

Duckless Pants - One-third Off \$2.50 Men's Corduroy Pants \$1.65

Trunks - 10 per cent Off \$1.50 Men's Flannel Shirts 95c

Boys' \$1.50 Sweater Coats - 75c Men's Sweater Coats - 55c

Men's 10c Cotton Gloves - 5c \$3.00 Men's Ruff-Necks - \$2.35

\$1.50 Unmatched Wool Underwear 75c \$6.50 Men's Ruff-Necks - \$5.45

OTHER BARGAINS

Men's 2-piece, all-wool up, downer, \$1 grade. 75c

Wool underwear, the \$1.00 grade - \$1.11

Cotton flannel gloves, 50c

Shoes pair for \$1.00

Flannel shirts - 1-3 off

Wool socks - 14c to 25c

Every department teems with bargains—all of which represent broken lines and odds and ends of new, up to date goods.

Your Money Back if Dissatisfied **PLATO'S** Your Money Back if Dissatisfied
Established - 1879

No. 8.

Nos. 8, 9 and 10 show three ads. set by J. R. Leonard, Modesto (Cal.) *Herald*.

of the Virginia (Minn.) *Enterprise*. These are all attractive panel arrangements, and the monotony of many such ads. is overcome by the use of panels of many different sizes and shapes, and yet there is perfect harmony. No. 11

He who hesitates is lost. If you hesitate to investigate the prices in our sale you lose money.

—PLATO'S

No. 9.

The Money-Saving Sale at Plato's closes Saturday night. Now is the time to save yourself money.

—PLATO'S

No. 10.

is an example of Mr. Smith's work. It will be noticed that the illustrations are carefully placed, and the whole ad. is well balanced. Another full-page ad. that shows careful study was submitted by Joseph Gould, of the Ogden (Utah)

Standard. Mr. Gould's greatest fault is the use of too many cap. lines, both in the display and the body—lower-case is much easier to read and gives an ad. a more pleasing appearance. The largest specimen submitted was a

the borders is described in the following letter from C. W. Beam, of the Johnstown (Pa.) *Tribune*:

JOHNSTOWN, PENNSYLVANIA, January 19, 1913.

Mr. O. F. Byrbee, Chicago, Illinois:

DEAR SIR,—Herewith are a few examples of borders made out of the "legs" of old stereotype plates. The legs were cut down to the proper width on a saw-trimmer, and the only tools used were a knife, file and nail. It would be useless to claim that they were artistic. The only claim that can be made for them is that they are unique—something different.

The desire for "something different" on the part of an advertiser in the *Tribune* is the only excuse for their existence. Recently we had an ad. calling for a thirty-point border, and we had none of that size in stock. I took a page plate, cut the good, clear pieces out of the legs

ADVANCED CHRISTMAS SALE

Not being able to get our store finished in time to display our Holiday Goods as expected, we have decided to put everything on sale at prices which Holiday Goods sell at after Christmas. Much of our Christmas Goods will be sold at half price rather than keep anything over. Our loss will be your gain and will enable you to buy your gifts at half price or get double the amount for the same price. This sale includes everything in the store, may it be in the Dry Goods Department, Shoe Department, Coat and Suit Department, Millinery Department, Infants' Children's and Boys' Department, Blanket and Quilt Department, Drapery and Lace Curtain Department, Carpet and Rug Department, Fanny Goods, Toys and all sections. You will save from one-fourth to one-half on everything you may need for your winter supply and your Holiday Goods.

Hand-Painted China
We have a large assortment of hand-painted china, including vases, plates, and bowls, all at half price.

20 Per Cent Discount

Flora, Fauna, and Children's Toys
We have a large assortment of toys, including dolls, trains, and games, all at half price.

20 Per Cent Discount

LAST CALL IN Fall Millinery
We have a large assortment of hats, including straw, felt, and fur, all at half price.

39c

Handkerchiefs
We have a large assortment of handkerchiefs, including cotton, linen, and silk, all at half price.

20 Per Cent Discount

Dolls and Toys
We have a large assortment of dolls and toys, including dolls, trains, and games, all at half price.

20 Per Cent Discount

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20 Per Cent Discount

Madison C. Peters
For 25 Years a Conspicuous Figure on the American Platform.

at
Nemo Theater
Sunday, 3 p. m.

Subject:
"Cloaks for Sin"

Solo by Mrs. Joseph Kern

Y. M. C. A. Auspices Men Only

No. 11.—A well-balanced ad. by Rudolph Smith, Virginia (Minn.) *Enterprise*.

four-page ad., set by Henry Oberlaender, of the Owatonna (Minn.) *People's Press*. It was the announcement of a big stock-reducing sale and the ad. was exceptionally well arranged. One interesting feature was nearly a hundred panels, each 2 inches square, and containing the illustration, description and price of a single item.

Newspaper Criticisms.

The following papers were received, together with requests for criticism, and brief suggestions are made for their improvement:

Bay City (Mich.) *Times*.—The *Times* is a progressive, up-to-date daily paper, packed full of news and with an advertising patronage which indicates unmistakable success. The particular issue sent for criticism, in addition to a liberal amount of other advertising, has a five-page ad. from the Bay City Baking Company. The first page of the *Times* is attractive, but the make-up should be more careful and avoid placing heads side by side.

Newcastle (N. B.) *Union Advocate*.—Your first page would look better at the top if the double-column headings were placed over the first and second and sixth and seventh columns, with one of the larger single-column heads over the fourth column only. Two of the lighter heads, used farther down in the page, could be placed at the tops of the third and fifth columns. There is nothing, aside from this, about your paper to criticize, although a little more ink might be used to advantage.

Something New in Home-made Borders.

Reproduced herewith are some rough attempts at home-made borders, made from the bases of old stereotypes. Possibly some reader of THE INLAND PRINTER can make use of this idea, at least in an emergency. The making of

Madison C. Peters
For 25 Years a Conspicuous Figure in American Public Life

Subject:
"Cloaks for Sin"

Read What They Say

TENNESSEE
"The largest audience of the season gathered last night to hear Madison C. Peters (the Montrose Character). He treated his audience intensely. He came with a message. He is a thinker, an orator, and an aggressive without being offensive."
—Nashville American.

RHODE ISLAND
"Madison C. Peters kept a thousand people in a state of laughter or applause for an hour and a half. The speaker's great way of putting things was what made the men cheer and old ladies almost from their seats in applauses."
—Providence News.

GEORGIA
"For an hour and a half Dr. Peters held his audience steadily spellbound, and mingled laughter and applause rippled over the audience from beginning to end."
—The Augusta Herald.

Nemo Theater, Sunday, 3 p. m.
Admission Free to Men Only
No Tickets Required

Two borders made from the bases of old stereotypes.

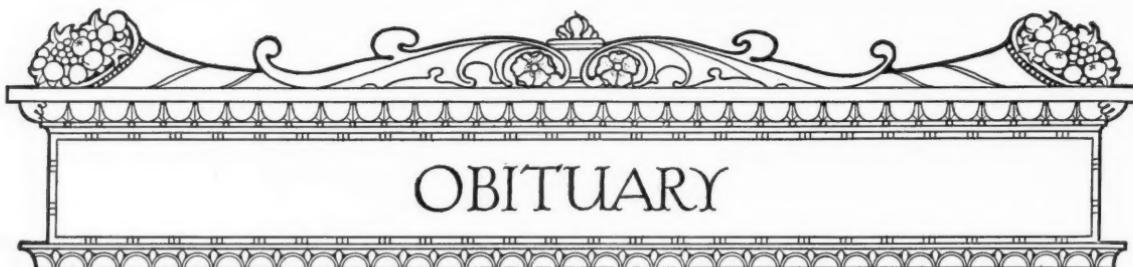
and trimmed them down to the required size. The border worked up as good as could be desired.

In judging these home-made borders you must take into consideration that they were all made on the spur of the moment and during the busiest hours of a busy daily ad. alley. Very little thought could be given the idea and no time for working them into shape. Some one with more time and some artistic ability could no doubt make something worth while.

If in your judgment the idea is worth anything to THE INLAND PRINTER readers, you can pass it along with whatever comment you see fit.

Yours truly,

C. W. BEAM.



OBITUARY

John R. Hill.

John R. Hill, said by Director Ralph, of the Bureau of Engraving and Printing, to be the most expert script engraver in the world, died in Washington Friday, February 14, from apoplexy.

William H. Lanahan.

William H. Lanahan, familiarly known as "Bill" Lanahan, one of the oldest and best-known members of Typographical Union No. 6, died at his home in Mariners Harbor, Staten Island, Monday evening, January 27. Mr. Lanahan was born in Albany, New York, but moved to Mariners Harbor shortly after the Civil War, and had been employed for many years in the proofroom of the *Globe*. He is survived by his wife, a son and a brother.

Lewis J. Herrington, Jr.

Lewis J. Herrington, Jr., of Nanuet, Rockland County, New York, manager of the printing and binding house of W. G. Hewitt, Brooklyn, died Monday, January 27. Mr. Herrington was born in New York thirty-four years ago. He was vice-president of the Master Printers' Association of New York, a member of St. Augustine's Church, the Montauk Club and the Knights of Columbus. His father, his wife, one child and three brothers survive him.

William James Kelly.

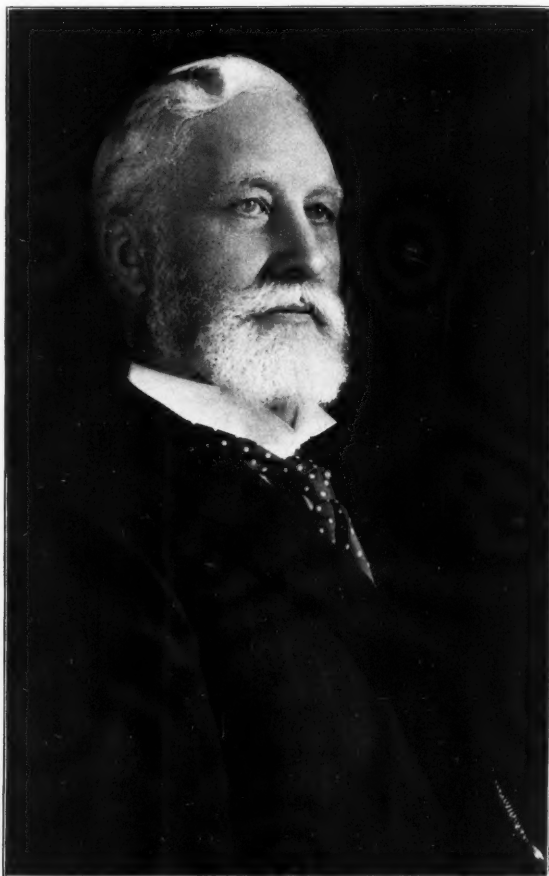
William James Kelly, well-known pressman-editor, author of "Presswork," and formerly proprietor and editor of the *American Model Printer*, died at his residence, 726A Greene avenue, Brooklyn, New York, on Wednesday, January 29. Mr. Kelly was born in the North of Ireland, February 20, 1839. He has been a resident of New York and Brooklyn for fifty years. Twelve years ago he went to Russia to install the first color-press in St. Petersburg, and since that time had suffered from bronchitis. Mr. Kelly is survived by his widow, a son and a granddaughter.

Charles W. Darling.

Charles W. Darling, of Keene, New Hampshire, died at his home, 137 Court street, Friday, January 3, at the age of seventy-one. A native of Keene, Mr. Darling learned the printing trade in the office of the *Sentinel*, and at the time of the Civil War went to Springfield, Massachusetts, where he was employed on the *Republican*. Returning to Keene during the seventies he worked for some time on the *Sentinel*, and in 1883 launched into business in partnership with the late Edward P. Kimball. This partnership continued for six years, since which time Mr. Darling has successfully conducted the business alone. Besides being an all-around printer, Mr. Darling was gifted in the use of the pencil and brush, and frequently drew cartoons or painted landscapes and other pictures for the benefit of his friends as well as for his own pleasure and amusement. Mr. Darling leaves a widow and is survived by two brothers and two sisters.

Joseph J. Little.

Joseph J. Little, head of the printing and publishing firm of J. J. Little & Ives, of New York, died at his home, 47 West Sixty-eighth street, Tuesday, February 11. Mr. Little was born in the city of Bristol, England, on June 5, 1841. He came to the United States with his parents in 1846, and was educated in the district school in Morris, Otsego County, New York, and there also served his



JOSEPH J. LITTLE.

apprenticeship as a printer, beginning in his fourteenth year. Four years later he entered a New York office to complete his trade. During the war he served in the army in all the grades from private to first lieutenant. After the close of the war he entered into business for himself, which, under the title of J. J. Little & Ives, is still continued and has been singularly successful. He was an

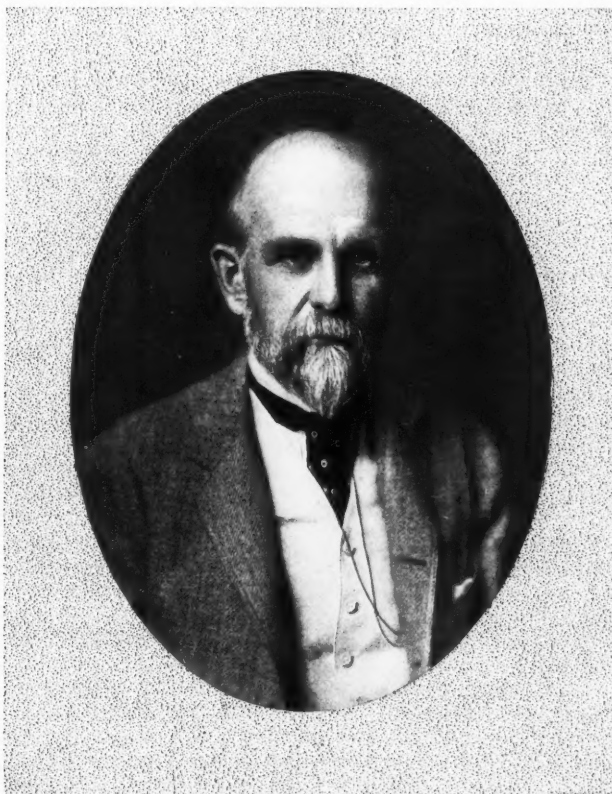
early member of the New York Typothetae, and has frequently been a delegate to the meetings of the United Typothetae. He was colonel of the Seventy-first Regiment Veteran Association, president of the Society of Mechanics and Tradesmen, twice president of the Board of Education, and a member of Congress, having been elected to the latter position in 1890.

The following resolutions were adopted at a special meeting of the Executive Committee of New York Branch No. 1 of the Printers' League of America:

WHEREAS, Word has just been received of the death of Hon. Joseph J. Little, our highly honored chairman, and friend, we, members of the

tion by his fellow workers, and honored by all who knew him. Beginning his business career with that of the Century Company itself, Mr. Scott took part in the issue of the very first numbers of *The Century* and *St. Nicholas* some forty years ago, remaining a loyal helper and wise counselor of both magazines—their staunch supporter and far-seeing business adviser, his judgment, capacity, and devotion growing with their growth. Rising rapidly to great and ever greater responsibilities, he had for the past twenty years been the honored president of the company, and the directing head of all its varied enterprises.

Mr. Scott was born at Terre Haute, Indiana, April 7,



FRANK HALL SCOTT.

Executive Committee and officers of New York Branch No. 1, Printers' League of America, in special meeting assembled, do

Resolve, That we express our deep and sincere sympathy to the family of Mr. Little for this great and irreparable loss, and that we record the fact that, in our estimation, this loss is shared and felt by the printers of the city of New York as that of a true friend, an illustrious representative of the highest type of manhood and an exponent of the best and cleanest life.

And Be It Further Resolved, That we, his fellow committee members and the officers of the organization of which he was from the time of its inception an honored member, cause this resolution of condolence and regret to be published to the trade, spread upon the minutes of our organization and a copy sent to the family of Mr. Little.

In Memory of Frank Hall Scott.

With the sudden death of Frank H. Scott, on November 25, 1912, came a loss that will be keenly felt by the many readers of *The Century* and *St. Nicholas* magazines, published by the Century Company, of which he was president, and by the reading public in general. Mr. Scott was a leader who had long been held in homage and affec-

tion. He was educated in the public schools of Richmond, Indiana, and at the Pennsylvania Military Academy; and while still a schoolboy, he displayed keen judgment and the power of thinking for himself. Before reaching his twenty-first year, he had shown decided literary talents, and some of the stories which he contributed to local papers at that time are still cherished by his friends as ample proof that he could have made his mark as a writer. But the claims of a publishing career had a stronger attraction for him than those of authorship. At the age of twenty-two he came to New York and entered the business department of the newly formed firm, Scribner & Co. Under its auspices, the magazine then called *Scribner's Monthly* (now *The Century Magazine*) was launched in 1870, with Roswell Smith at the head of its business department, and Mr. Scott as his lieutenant and confidential associate. In November of 1873, the first number of *St. Nicholas* was issued, with Mary Mapes Dodge as editor. In 1881, the name of *Scribner's Monthly*

was changed to *The Century Magazine*; a new company was formed, called "The Century Company," and Mr. Scott became its treasurer. The new corporation continued to publish *St. Nicholas*, as well as *The Century*, and, within a few years, vastly enlarged its prosperity by the publication of the *Century Dictionary* and of miscellaneous books. In all this development of a great business, Mr. Scott took an active, responsible, and prominent part, and upon the death of Roswell Smith, in 1892, succeeded to the presidency of the company. He was soon widely known and held in high regard by other publishing houses; he became a director of the American Publishers' Association, and for three years its president; a member of the New York Chamber of Commerce; a founder of the Aldine Club, and once its president; and a vestryman of the Church of the Ascension. These honors and many others came to him unsought, and were but the spontaneous recognition of his exceptional worth as a gifted, upright, high-minded business man.

Nothing short of the just solution of every problem, by lofty standards, satisfied him. "I think it is a publisher's duty," he often said, "to seek earnestly for the best that can be found, and to bring out the best. Good books are sound education, and the intimacy of good books is like the intimacy of strong and good friendships."

And with such ideals, he was naturally a good citizen, who made his own progress in influence and station increasingly of service to his fellow men. He entered with zeal and steadfastness into the struggle for good government in his city and State, responding to every call when needed; and he won notable civic victories, frequently prevailing over the opposition by his sound reasoning and remarkable persuasive powers.

His clear judgment and keen insight also added immeasurably to his delight in fine pictures and music, and his care-free days were happily filled

With beauty, art, taste, culture, books, to make
His hour of leisure richer.

But of all recreations, he enjoyed most, perhaps, those that were devoted to long journeys in home or foreign lands. Fond of the world of men and affairs, he was also a born traveler, who loved to indulge his taste for strange sights and unfamiliar ways, and the bracing contact with men and types altogether alien to the routine of his life. There was scarce a corner of our country or of Europe that he had not visited; and, only two years ago, the lure of the Orient drew him across the Pacific to Japan and China, on a holiday that was a succession of golden days.

It is possible to condense into a few sentences the chief events of any life, but the things that count most are not to be enumerated in "brief biographies." And no summary of Mr. Scott's career can give more than the merest hint of those rare qualities of mind and heart that endeared him to his fellow workers. With a gentleness and dignity that were seldom even ruffled, he combined a winning speech and manner that made every one he met a friend, and every intimate friend a lasting comrade. Fair-mindedness was one of his strongest traits. His love of justice insured to each and all a patient hearing and thoughtful consideration. He was always and in all circumstances the kindly, cultivated gentleman. For his associates, and those who knew him well, his own character and all that he achieved are his best memorial. He believed, with Emerson, "that the reward of a thing well done is to have done it." His own successes were uniformly the outcome of unassuming faithfulness and quiet mastery.

It is one of the best rewards of a life such as he lived

that it leavens all other lives that are in close touch with it or fortunately brought within its influence, and lifts their thoughts to higher levels. For American boys there is abundant inspiration in the history of Mr. Scott's progress by his own endeavor to a position of commanding influence and distinction in the publishing world. And the benignant wisdom, sweetness, and serenity of his daily life are at once a beautiful memory and a lasting inspiration to all those who worked with and under him, to whom he was always courteous, kindly, friendly, just, and by whom he was so well beloved.

"HE SAID."

The "technic" of the present-day short-story writer embraces a curious error in observation and judgment, set forth precisely in the advice of a successful novelist to aspirants: Never use the phrase "He said," "She said," etc., where any ingenuity or invention can produce a substitute. To sin against this injunction — thus the advice — is destructive, if not fatal.

Other couplings must connect the dialogue. The hero may not "he said" and the heroine may not "she said," or "said he" or "said she" through the otherwise attractive pages of a manuscript without bringing a return with a politely printed slip from an otherwise gracious publisher.

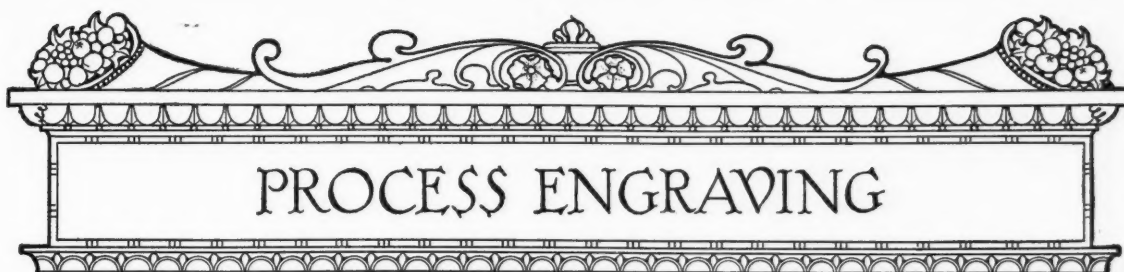
The advice evidently is based on rule 44 or rule 109, or some such, of the short-story-writer's technic. In one interesting tale by a writer of much popularity there may be found consecutively these substitutes: "Offered Fleece," "acquiesced the Colonel," "calculated Fleece," "argued Cordelia," "frowned Fleece," "triumphantly combated Cordelia," "earnestly advocated Georgia," "laughed Jim," "enthused Cordelia," "acknowledged Jim" — and at last a lone "said."

The substitutes endeavor to present the mood of the speaker, it is true, but the fact has been overlooked that the eye of the reader, which takes the phrase "he said" without a glance, may become fascinated by the variation. The result is the precise opposite of that intended. It causes the "couplings" to stand out conspicuously — finally to the detriment of the dialogue.

"Mackellar," said the young lord in the "Master of Ballantrae," "I am now a very happy man." And thereafter follow with perfect abandon "said I," "says he," "says I," "asks my lord," "said I," "said he," "said I," etc.

The eye must hunt for them, it so accepts the probability of their being there. The construction is submerged. In the modern technic it is crying aloud like a kicked pup. The older generation used the "he said," and "she said" as if they were well ordered walks along which the dialogue might go without hitch and without interruption. The modern regards them as offenses against invention, monotonously reiterative, and overlooks the apparent fact that the reader who makes no ado at all of them, if they be seen at all, is likely to find himself, in the case of the ingenious substitute, observing with curiosity the cement in which the sentences are set and not at all the sentences themselves. — *Chicago Tribune*.

WORK we all must, if we mean to bring out and perfect our nature. Even if we do not work with our hands, we must undergo equivalent toil in some other direction. No business or study which does not present obstacles, tasking to the full the intellect and the will, is worthy of a man. — *William Ellery Channing*.



PROCESS ENGRAVING

BY S. H. HORGAN.

Queries regarding process engraving, and suggestions and experiences of engravers and printers are solicited for this department. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

The Largest Half-tone.

A print from the half-tone which holds the record for largeness is on view in the Typographic Library and Museum, Jersey City. The size is $39\frac{1}{4}$ by $49\frac{1}{4}$ inches. The screen is one hundred lines to the inch. The plate, which is beautifully engraved, was made and printed in the Imperial Printing House, Vienna, the picture being an enlargement from an original $7\frac{3}{4}$ by $9\frac{1}{16}$ inches in size.

Enamel for Zinc.

Fred Knudson, New York, who has inquired for a zinc enamel, might try the following, which is recommended by Alphonse Audy in *Penrose's Pictorial Annual* for this year. Prepare the solution as follows:

Water	15 ounces.
Chromic acid	30 grains.
Liquid ammonia	2 drams.
Pure rock candy.....	$1\frac{1}{2}$ ounces.
Bichromate of ammonia.....	360 grains.

The ingredients are stirred in the water in the above order and well filtered. After graining the zinc wipe thoroughly with a tuft of cotton wool and proceed immediately to coat with the enamel. Print, wash cut, and burn in as usual, but be sure to burn the enamel in until it reaches that beautiful dark chocolate color almost black. I advocate a strong etching bath — nitric acid $1\frac{1}{2}$ ounces, water 30 ounces, with plenty of alum. I don't mind a few bubbles. Give the first etch and don't exceed thirty-five quick rocks, brush lightly; remove, rinse, blot off the plate with blotter, chamois or sawdust, dry over stove. It is of the greatest importance that not a fraction of a second be lost between the time the plate is taken from the acid and dried. Bear this in mind: reetch the plate as many times as you like, only don't waste any time during rinsing and drying.

Half-tones from Half-tones.

Christopher Schmidt, Brooklyn, New York, writes: "Here is a question I should like to see you answer once in your department of engraving: How do you make a half-tone from a half-tone without getting a funny screen business all over the negative? I have tried a fine-ground glass over the half-tone copy. It only makes the half-tone look like it was photographed in a fog. If you will tell how this is done it will please a long-time subscriber."

Answer.—If you had used a fine-ground glass and rubbed glycerin in so as to make it quite transparent, then covered the half-tone with the ground glass with the glycerined, or ground glass, side away from the half-tone to be copied, you might have partially succeeded. A better way to copy a half-tone is to use a mezzograph screen. But the question is how to make a cross-line half-tone negative without pattern from a cross-line half-tone copy. A revolving

copy-board or a revolving screenholder, the great helps in this work for the half-tone copy or screen, must be turned until they align perfectly, or the image of the half-tone copy and the screen image cross each other at the greatest angle possible, when there will be no pattern. Of course if the copy is a fine screen and there is a reduction, the negative to be a coarse screen, there is little danger of pattern. Each job of this kind is a problem in itself, depending on the fineness of the screens, reduction or enlargement and the coarseness of the screen negative required. And the solution of each problem is found on the ground glass by turning either the half-tone copy or the screen until no pattern shows in the image projected on the ground glass.

Brief Answers to a Few Correspondents.

Kendall Clark, St. Cloud, Minnesota: Lithography is taught in the litho department of the Mechanics' Institute, Cincinnati, Ohio.

W. H. M., Concordia, Kansas: Can not recommend any private school that teaches photoengraving by mail.

C. L., Spring Valley, Wisconsin: The advertising columns of THE INLAND PRINTER will give you the addresses of concerns that supply engravers' zinc polished. You can also buy from them a zinc hook to cut it with. Don't know of any base-blocks with shallow hooks to save the trouble mounting. Better use the method invented by the writer in 1884, and tack the zinc cuts with steel brads to the type-metal bases.

W. G. Stevens, Chicago, Illinois: You can get the special ink for printing your mezzotints in colors from Sinclair & Valentine, 718 South Clark street, Chicago.

E. L. Brewer, Coshocton, Ohio: Will find the illumination evenly of 11 by 14 positives with a single arc lamp is almost impossible. Why not use the light of the sky and then you will get even illumination.

F. H. Perry, Holly, Michigan: Can not recommend a book to teach the making of wash drawings for half-tone engraving.

Enamel That Is Tough.

"Copper Etcher," Boston, writes: "Won't you please help me out with an enamel that is tough and will not soften up during etching? I do not use an etching machine, but believe the fellows that do must have a tough enamel to stand the racket. I make up my enamel according to this formula: 4 ounces of glue, 2 eggs, 8 ounces of water, 120 grains of bichromate of ammonia and $\frac{1}{4}$ ounce of water ammonia. This enamel softens up if I attempt deep etching, so I have to roll it up and powder early."

Answer.—You are mistaken about the etching machines requiring a "tough" enamel. The facts are just the other

way. The machine etches the copper so quickly that the enamel is in the etching solution so few minutes it has not time to soften; therefore the thinnest and weakest enamel, which would be destroyed in the "tub," may be used in a machine. Your formula is not an uncommon one, and is worked without giving much trouble except that it is not usual to add so much ammonia as you use. If all etchers will try the following enamel once they will learn what a simple matter half-tone enamel is after all.

Water 2 ounces.
Le Page's glue..... 1 ounce.
Ammonium bichromate25 grains.

If this enamel does not work satisfactorily then the glue is a trifle acid, and may need a drop or two of ammonia to neutralize it. This department would like to hear what is the matter with the last formula.

Seasoning a Composition Roller in a Day.

F. C. Curson answers as below the following query in *Process Work*: "A new and very soft composition roller robs the zinc plate of ink in rolling up. Is there any method of hardening the roller?"

Answer.—The trouble of a new composition roller not working well is a common and serious one to the practical worker. I believe the failure to yield up ink is due to the greediness of the gelatin, or glue, to absorb ink until the composition is permeated with it and can absorb no more. When receiving a new roller for immediate use I always spread French chalk on the clean slab and roll the roller well into it. After rubbing off the chalk (and rubbing it hard), I dissolve half an ounce of ammonia bichromate in four ounces of water, and rub this well into the gelatin. Let it hang up for an hour, then repeat the bichromate rubbing and hang up the roller until next day. The result will be no further trouble. Of course composition rollers work best if hung up for about two months after being cast.

Photoengraving Business Past and Present.

Anything Louis Flader writes is worth while — as, for example, the following from his article "The Passing Show," in *Penrose's Annual*:

The photoengraving industry has seen some changes during the past year — yes, some violent changes, although of a beneficent character. If you can imagine the gradual substitution of cooperation for vicious competition, then you have a correct idea of what is taking place in the United States and Canada.

The photoengraving industry has been sharply divided in this manner: A strong labor union on one hand and a mob of employers on the other. The labor union through its organization and because of its organized efforts has steadily advanced the wages of its members, while at the same time reducing their working hours. In other words, the workers being organized have advanced, and the employers being unorganized have been unable to advance (in fact have had to battle against great odds, to even stand still) and in many instances have actually gone back as far as profits are concerned.

From a business point of view, the situation was something like this: Cost of production, higher than ever, with a constant tendency to increase; prices lower than ever, with a constant tendency to decrease. Since competition was growing in volume and becoming more vicious in character every day, such a state of affairs could produce nothing but ruin for many of the men who had their money invested in the photoengraving industry.

As long as the industry was unorganized, practically

speaking, it could only progress slowly, if at all, no matter in which direction. With a good strong organization, many evils and weaknesses can be eliminated and many reforms can be instituted. Labor disputes can be settled, customs can be established, usages can be regulated and uniformity in methods can be installed. With a strong labor organization on one hand, and an equally strong organization of manufacturers on the other hand, both working in harmony, there is an excellent outlook ahead.



A BREAK IN THE NEWS.

This reproduction from a Christmas souvenir card by the young lady stenographer and bookkeeper of the Hanford *Sentinel*, Hanford, California, is supplied by the courtesy of F. A. Dodge, editor of the *Sentinel*, and suggests what opportunities the camera gives for publishers to liven up their pages.

"B. L. T." PICKUPS.

AN APPRECIATIVE AUDIENCE.

Sir: At the end of a lecture to social workers a well-known sociologist said: "This evening my remarks have been confined to the insane. Next week I shall devote the whole two hours to the feeble-minded." L. W.

HEARD AT THE OPERA.

"The only shows that ever made me really feel bad were 'The Squaw Man' and the Sextette from 'Lucia.'" J. B.

FRENZIED ARITHMETIC.

Sir: In "The Master Mummer," by E. Phillips Oppenheim, I find this: "But, Isobel, I am more than twice your age; you are eighteen and I am thirty-four."

"THE SECOND POST."

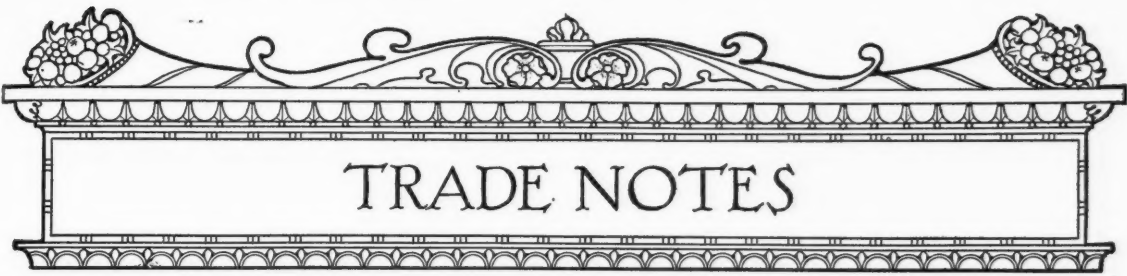
H. L.-B.

Your letter came. Glad you bought a team of horses. Hilda is sick. She has diphtheria and she will die I think. Clara died this eve. She had it, too. We are quarantined. Five of Fisher's family have got it. My wife is sick. She hain't got it. If this thing gets worse we may have to get a doctor. Them trees are budding good. Everything O. K. — *Letter from an island caretaker.*

SIGNS OF THE TIMES.

In Memphis: "Try the devil's own coal." In Madison: "Harry Bangs Express and Baggage." In Wheeling: "Our eggs are always the latest out." On the Lake View Presbyterian Church bulletin: "Man's First Sin. Violin Solo." In a State street store: "New novelties in parasols." On Wabash avenue: "Grower of cut flowers."

— *Line-o'-Type or Two, Chicago Tribune.*



TRADE NOTES

Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

Historian of the Engraving Industry.

Fred W. Gage, of Battle Creek, Michigan, presided at the dinner given at the mid-winter conference of the Manufacturing Photoengravers of the Middle and South Atlantic States. In introducing one of the speakers, he said: "Every industry that has reached the importance of ours should have a historian. We have been fortunate in having one who has been faithfully recording our history in the columns of THE INLAND PRINTER since the days when I was in short pants and even before I had pants at all. It gives me great pleasure to introduce S. H. Horgan."



STEPHEN H. HORGAN.

Our readers will indorse Mr. Gage's tribute, though Mr. Horgan has done more than record the history and monthly progress of the photoengraving industry. He has also exposed the humbuggery of processmongers when they have tried to exploit imperfect methods or reinvent exploded ideas. While encouraging all improvements he has prevented many fake enterprises from bleeding investors. He has thus protected the trade, and this is one of the objects of THE INLAND PRINTER.

"Horgan's Half-tone and Photomechanical Processes" will shortly be issued from the press, and in this work Mr. Horgan describes the methods by which all illustrations are supplied to the printing-press through the aid of photography. The work will be illustrated with exhibits of all the processes mentioned, besides some historical exhibits that show the author's researches as a historian.

6-8

Since 1874 Mr. Horgan has been working at process methods in the shop. About two years ago he was induced to become sales agent for the Axel Holmstrom etching machine, and was so successful that William C. Farmer, of the Farmer-Zehr Engraving Company, 165-67 William street, New York, has secured Mr. Horgan's services as a representative for that house, a position in which all his friends wish him equal success.

Philadelphia Firm in New Home.

After being in their old quarters for forty-eight years, T. C. Davis & Sons, of Philadelphia, Pennsylvania, have moved to new and larger quarters at 506-512 Race street. The new building, which is of concrete, is what has been called the "walless" type, because it is mostly windows. This change, together with overhauling and adding to its equipment, places the firm in a better position to meet the requirements of its increasing business.

New Equipment for Salt Lake City Company.

The Utah Lithographing Company, of Salt Lake City, is installing new equipment of automatic machinery which will more than treble the output of the company. This company constitutes the Utah division of the Rocky Mountain Bank Note Company, and has lithographing plants in Denver and Pueblo as well as in Salt Lake City. The increase of equipment and improvements to be made are said to be fully warranted by the increased business demands of the territory covered.

A City Shop in a Country Town.

Among the thousands of "print-shops" where THE INLAND PRINTER finds its welcome each month is the Three Rivers Press, of Three Rivers, Michigan, located in a small city of six thousand people. Here is a complete job plant devoted exclusively to the printing of catalogues, booklets and general jobwork. The plant is nicely housed in a new all-concrete building of one story, built expressly for the concern, and owned by them — concrete floors in the press-room, hardwood floors in the composing-room and bindery, individual motors on all the machinery, electric lights, etc. Under the able management of A. C. Ruggles this institution has had a marvelous growth, until to-day it is handling jobs ranging in price from \$1 to \$10,000. Miehle cylinders, Golding and Gordon platens, Dexter folders and other necessary equipment place this shop in a position equal to that of the large city shops. The plant is manned with first-class workmen, each a specialist in his line, and each job is given individual care and attention. Three-color work is a particular specialty with this firm. C. K. Smeed, who has had charge of several large Detroit shops for several years past, has recently become connected with this plant as superintendent. Already buyers of printing throughout southern Michigan, who have been patrons of

the larger cities, are turning toward this shop as being more accessible and producing equally as good a grade of work. This plant, if its growth continues for a few years as it has in the past, will be heard from in printing circles. Many improvements are being planned by this institution.

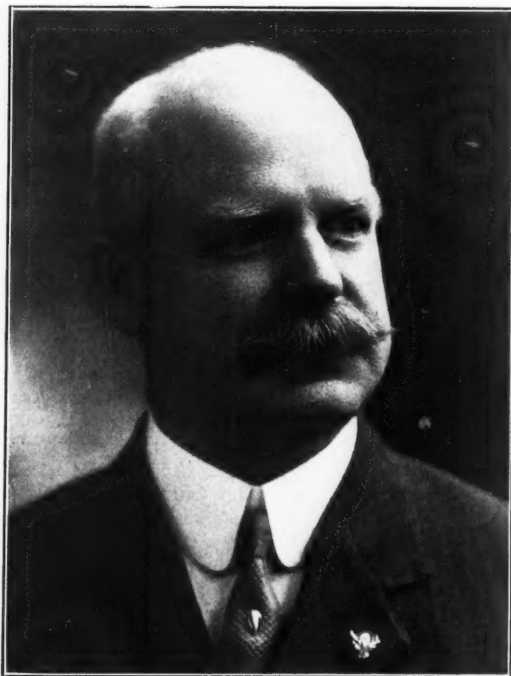
New Secretary of Ben Franklin Club of America.

The Executive Committee of the Ben Franklin Club of America has appointed Edward S. Sheasgreen as secretary to take the place of Henry Allen, whose recent resignation was made necessary by the condition of his wife's health. Mr. Sheasgreen was formerly with the R. S. Denham Company, and is well known to the printers of this country. A powerful speaker, having a wide and varied experience and acknowledged to be one of the foremost experts on costs, Mr. Sheasgreen will prove a valuable aid to the club in the position of secretary.

J. X. Brands on a Trip Around the World.

Jacob Xerxes Brands, so well known in the supply business, has with Mrs. Brands just begun a trip around the world for the Parsons Trading Company that will require over a year. He will visit London, Manchester, Paris, Rotterdam, Berlin, Leipsic, Cairo, Columbo, India, Australia, New Zealand, Valparaiso, Buenos Aires, Brazil, and Cuba, in all of which places the Parsons Trading Company have interests.

It is a long distance from the little farm in New Jersey where Mr. Brands first saw the light to far-off New Zealand, but Mr. Brands has earned his place in the printing world



JACOB XERXES BRANDS.

by hard and faithful work. He served his apprenticeship to the Washington hand press in Iowa, and remained until he was superintendent of a modern plant with a rotary perfecting press.

Since the early eighties he has been in the supply business — first as a traveling type salesman; later as man-

ager of the Pacific coast branches of the American Type Founders Company. He has managed an electrotype and stereotype plant as well as a ready-print business. For six years he was in charge of the New York office of the F. Wesel Manufacturing Company until he undertook his present task, which is to introduce everything that is good in the way of American paper and printing machinery to the whole universe, and those who know Mr. Brands believe he is the man for the job.

Adrian Gil-Spear Joins Peninsular Engraving Company's Force.

The Peninsular Engraving Company, of Detroit, Michigan, with branch offices at Toledo, Ohio, and Boston, Massachusetts, has secured the services of Adrian Gil-Spear in order to meet the demand of advertisers for top-notch illustrations. Mr. Gil-Spear is an artist of established reputation, and his contributions of cover-designs and illustrations to the leading magazines, together with his work in many notable advertising campaigns, are sufficient evidence that he will prove a valuable addition to the Company's force.

Accuracy and Strength—Keystone Steel Chases.

The chase department of the Keystone Type Foundry is always a busy place, and one of the factors in keeping it busy is the ever-increasing demand for Keystone steel chases for Chandler & Price presses. These chases fill a long-felt want, and are more accurate and stronger than cast-iron chases and will outlast them many times at but little additional cost. The low prices at which Keystone steel chases are sold make it possible for every printer to have an ample supply for each of his C. & P. presses. The sizes and prices of the chases are shown in an insert just preceding the first reading pages in this issue.

Average Hour Costs in Cleveland.

After an exhaustive investigation of costs in Cleveland, Ohio, Charles F. McElroy, secretary of the Cleveland Ben Franklin Club, has published the following average hour costs: Hand composition, \$1.26; linotype composition, \$1.72; monotype keyboard, \$1.20; monotype caster, \$1.29; cylinder press, \$1.65; pony cylinder press, \$1.35; platen press, 87 cents; universal press, \$1; cutting machine, \$1.11; ruling machine, \$1.15; wire stitching, 77 cents; folding machine, \$1.18; punching, 77 cents; perforating, 79 cents; finishing, \$1.14; forwarding, 99 cents; girls' handwork, 59 cents. These figures are authentic, being gathered personally by Mr. McElroy, who copied them direct from the cost records, covering a period of six months, of twenty-five shops, rejecting those which were not properly kept.

Advance Type Foundry.

In 1894 Robert Weibking and Henry H. Hardinge, of Chicago, built the first successful machine for engraving type matrices, and in 1896 these two coworkers established a partnership which later, in 1901, was incorporated as Weibking, Hardinge & Co., manufacturing matrices for typefoundries. From these experiences, having after many years' experimenting developed and finished a radically new and complete short-cut equipment for the manufacture of type, the Advance Type Foundry, 1131-33 Newport avenue, Chicago, makes its bow to the printing trades, and states that, with unequalled facilities for producing new faces with automatic casting machines operated by compressed air, it is prepared to offer a large number of new and unusual features both in quality and price to the consideration of discriminating buyers.

Hubert S. Foster Goes to Philadelphia.

Hubert S. Foster has resigned his position as manager of the job-printing department of the Lakeside Press, R. R. Donnelley & Sons Company, of Chicago, and has accepted the position of manager of the mechanical and sales departments of the United States Fashion Book Company, of Philadelphia. He entered upon his new duties January 15.

Under Mr. Foster's management the job department of the Lakeside Press has flourished, and its product rated with the best produced in Chicago. Besides being a prac-



HUBERT S. FOSTER.

tical printer, Mr. Foster stands high as a designer of advertising matter and effective typographical work.

This young man came to Chicago a little over three years ago from Wildwood-by-the-Sea, New Jersey, where he had charge of the printing department of the *Journal*, and was also active in board of trade work. For several years he was associate editor of the *Elmer Times*, one of the leading southern Jersey weekly newspapers.

Mr. Foster has made for himself a host of friends in Chicago, and in appreciation a farewell dinner was tendered to him by forty of his coworkers in the Donnelley plant on Monday, December 23. The affair took place at the City Club, with speechmaking and many expressions of good will. A handsome gold watch fob, engraved for the occasion, was presented to Mr. Foster as a farewell token.

New Publishing House for Harvard.

The president and fellows of Harvard College voted on January 27 to establish the Harvard University Press, for the publication of works of a high scholarly character. For some years the university publication office, besides printing the catalogues, department pamphlets and other official documents, has found it possible, in spite of its limited resources, to issue from time to time a few special works, until it now has a list of some fifteen periodicals and eighty books, ranging from treatises in Indic philology to practical directions for American lumbermen. To

organize and extend this activity, so as to make the university properly effective as a publishing center for scholarly books, is the object of the new foundation. The director of the press is Charles Chester Lane, for the past five years publication agent of the university.

Indianapolis Firm Changes Hands.

The plant of the Hoover-Watson Printing Company, of Indianapolis, Indiana, has been purchased by Arthur Jordan, and will be operated under the name of the Printing Arts Company. This plant is thoroughly equipped for most effective service in every line of commercial photography, designing, retouching, engraving, printing and binding.

C. S. Peterson Purchases Swedish Weekly.

C. S. Peterson, of the Peterson Linotyping Company, and president of the Machine Composition Club of Chicago, recently purchased the *Gamla och Nya Hemlandet*, a Swedish weekly newspaper, which is fifty-eight years old and has a circulation of twenty thousand. Mr. Peterson says it will be a Progressive (Independent) one-cent paper of sixteen seven-column pages.

A. W. Michener with Baker-Vawter Company.

The Baker-Vawter Company, of Chicago, recently announced that it had secured the services of A. W. Michener, formerly secretary and manager of the Review Printing & Embossing Company, as manager of its new commercial printing plant. Mr. Michener is a printer business man who knows the printing business thoroughly, and with the equipment the company has installed is prepared to do the highest class of work and give the best of service.

Panama-Pacific Exposition—Graphic Arts Section.

The Liberal Arts Department of the Panama-Pacific Exposition of 1915 is the department that will hold most of interest to printerdom, for it includes the graphic arts. The success of this section in securing a fine exhibit will greatly influence conventions of printers in determining whether they "will go to the coast" in 1915.

Theodore Hardee has been appointed chief of this important department, and brings to the position a wealth of exposition experience. Mr. Hardee was the principal assistant of General Secretary Stevens, of the St. Louis World's Fair in 1904, and participated prominently in the promotional work of securing foreign exhibits. He also had charge of the special events at the Lewis and Clark Exposition at Portland, his official designation being assistant to the president.

Mr. Hardee has been connected with the Panama-Pacific Exposition since 1910, first in a voluntary capacity and afterward as secretary to the president. He was active in raising funds, and was also a member of the commission that visited European capitals in the interest of the 1915 fair.

With this experience Mr. Hardee is apparently equipped to get the best results in liberal arts. In his first letter to possible exhibitors he says:

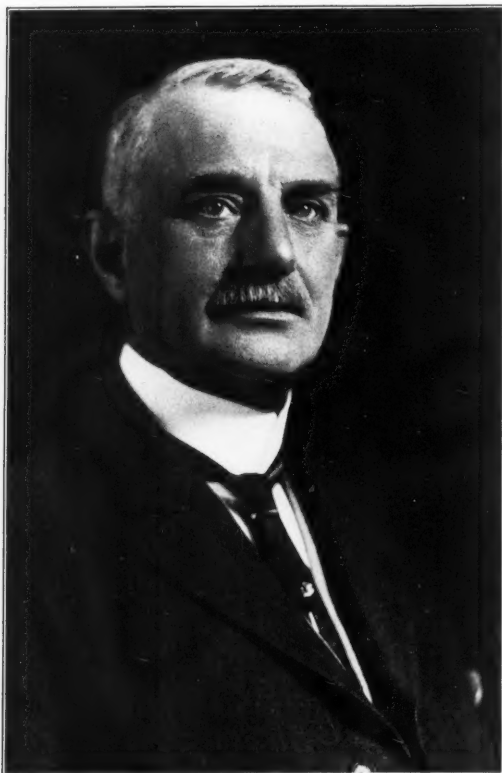
"The ground plan for the Palace of Liberal Arts is already arranged. The exhibits must of necessity be selective in character because of the comparative limitation of space which, by reason of wider participation and more extended productivity, will be more restricted than at previous international expositions. . . . The opening of the Panama Canal means the development of entirely new avenues of commerce, the extent of which it is impossible to overestimate. The Orient and Latin America should

prove large and profitable markets for the graphic arts, and the universal exposition at San Francisco in 1915 will afford a rare opportunity to bring these products to their particular notice. Blank applications for space, the exhibits, classification and other information prepared for the guidance of exhibitors, will be forwarded on request."

William Thomson Printers' Machinery Company.

William Thomson, for the past twenty-five years or more connected with the printing-machinery trade and the John Thomson Press Company, of New York, in particular, of which latter concern he has been secretary, treasurer, secretary and treasurer, and is now a director and secretary, announces the incorporation of the William Thomson Printers' Machinery Company, under the laws of the State of Illinois. The new concern takes over the office of the John Thomson Press Company, in the Fisher building, Chicago, and Frank J. Shead, manager of the office, will continue under the new order.

The John Thomson Press Company has maintained a Chicago office for the past twenty years or more, and the significance of this advance movement is encouraging to the growing importance of the western market. The wide



WILLIAM THOMSON.

acquaintance, unusual experience, and distinguished success of William Thomson as a member of the partnership doing business under the name of John Thomson, and as the general manager and a director of the corporation which succeeded, makes the advent of his personality into the Chicago field an event of unusual moment. A complete line of the presses and parts manufactured by the John Thomson Press Company, or those known as the Colt's Armory presses, will be kept in stock by the Will-

iam Thomson Printers' Machinery Company, and a well equipped repair department will be maintained. The new concern is going after the business in a systematic and comprehensive way in a wise cooperation with progressive printers, proving indubitably by the excellence of product that presses, as heretofore, manufactured by the John Thomson Press Company are absolutely far in advance of anything yet produced.

The Bickford Printing Machinery Company.

E. C. Bickford, known to many of our readers in connection with the firm of Brintnall & Bickford, has announced the establishment of the Bickford Printing Machinery Company, located at 507 Mission street, San Francisco, California. Mr. Bickford is in a position to supply anything in the line of printers', bookbinders' and lithographers' machinery.

Commonwealth Press and Blanchard Press Consolidate.

Through negotiations recently concluded the Commonwealth Press purchased the plant and business of the Blanchard Press. These two firms are both among the leading printing houses of Worcester, Massachusetts, and the consolidation will give the Commonwealth Press one of the largest establishments in New England. The two plants will be combined, about March 1, in the new Graphic Arts building.

Linotype Imprints for Every Purpose.

Casting imprints on a linotype machine in small gothic faces is something new. As small faces are not made, the imprint slide can be used with the Mergenthaler casting-block. The imprint slides made by the Imprint Matrix Company, Charlotte, North Carolina, are interchangeable with border slides and are constructed with the greatest accuracy. Every character in the imprint will be perfect, and the slugs are exactly type-high. Imprints may be made in one, two and three lines to cast on one slug. Special designs are also made. The imprints may be had up to thirty ems in length, and may be made to cast in any position on a slug, either on the top, bottom or center. They will prove so inexpensive that a new one can be used on every job, and newspapers will have no reason for worn lines like "Special Dispatch" appearing in their columns. Send for specimen-sheet to the originators and makers, the Imprint Matrix Company, Charlotte, N. C.

The Cottrell Single-revolution Press.

A Cottrell single-revolution press that has printed regularly, for fifteen years, a weekly newspaper and the numerous bills, posters, etc., generally run in a country newspaper office, without costing anything for repairs, is certainly a machine that no buyer should overlook when in the market for a cylinder press. What Mr. Humphries, of Mexico, New York, and Mr. Lusk, of Italy, Texas, says about the Cottrell single-revolution press, in the insert in the first section of this journal, should convince the most skeptical purchaser that it would be to his advantage to install one of these presses. Besides being the most profitable press to employ on a newspaper with a circulation up to three thousand copies, a Cottrell single-revolution press will print posters, blank-books, show-cards, etc., as expeditiously and economically as the more expensive two-revolution presses. For further information and a beautifully printed booklet describing these presses, write to any house of the Keystone Type Foundry at Philadelphia, New York, Chicago, Detroit, Atlanta and San Francisco.

John R. Rogers Lectures on "The Evolution of the Linotype."

John R. Rogers, head of the experimental department of the Mergenthaler Linotype Company, and famed as the dean of composing-machine inventors, gave an illustrated lecture on "The Evolution of the Linotype" at the monthly meeting of the Chicago Printing Crafts Association on Tuesday evening, February 18, and at a combined meeting



JOHN R. ROGERS.

of the Ben Franklin and Machine Composition Clubs of Chicago on the following Thursday evening. Mr. Rogers traced the development of the linotype, showing a number of stereopticon views of the different machines from the earliest efforts to the present day, and pictures of the men who have been responsible for this development. At both meetings, large and enthusiastic gatherings greeted Mr. Rogers, and at the close of his lectures some time was spent in asking questions.

Mr. Rogers was one of three men who, located in different parts of the country without knowing of each other's plans or even of their existence, started experimenting on slugcasting machines. Otto Mergenthaler and J. W. Schuckers were the other two men, but to Mr. Rogers alone fell the privilege of seeing the machine brought to such a stage of perfection that it revolutionized the printing industry.

The Multiple Machine Idea.

Last spring Lee Crittenden and Edward Hulse, incorporated, expert counselors in printing and equipment, sent out a letter to a number of linotype users on behalf of a client asking the experiences of a number of printers using the No. 8 linotype on ad. composition. Forty-eight replies were received, all highly commendatory of the resourcefulness of the multiple system. These letters, submitted to the Mergenthaler Linotype Company, by Messrs. Crittenden and Hulse, have with characteristic enterprise been arranged and printed in pamphlet form. Printers who are

collecting data on efficiency will do well to secure a copy of this contribution by writing to the Mergenthaler Linotype Company.

Emphasizing this evidence, in another section of this number of THE INLAND PRINTER will be found an insert regarding repeat orders for multiple magazine linotypes, exhibiting an imposing list of linotype users who have added to their equipment by sending in additional orders, which goes to prove that the linotype reaches out and makes work for itself and work for more linotypes.

Uprightgrain Beefsteak Dinner.

A jolly crowd of printing-house superintendents enjoyed the hospitality of the Uprightgrain Printing Base Company at a beefsteak dinner held at Marco's, Dearborn street, Chicago, on February 8. The invitations were printed on large sheets of butcher-paper in poster style in red, silver and gold.

Linotype Operator in New Role.

William B. Delancy, well-known as a linotype operator and former proofreader in Chicago, has made an addition to his list of accomplishments, having turned his attention to song-writing with great success. His latest pieces are: "The Song in My Heart," "Starlit Eyes of Love" and "The Chicken Rag Time Rag."

S. D. Warren & Co.'s "Paper Buyer's Guide."

The effects of color combinations, typography and engravings are shown in lavish profusion in the "Paper Buyer's Guide," the new specimen-book of S. D. Warren & Co., 160 Devonshire street, Boston. The book contains specimens of all the company's standard papers, and is sent free to any printer requesting it on his own business stationery.

Moves into Larger Quarters.

Frank L. Pekins, the Quality Printer, of Walden, New York, has been forced to seek larger quarters, owing to the rapid increase of business. Mr. Pekins announces that he will be located at No. 5 Oak street, where increase of floor-space and equipment together with improved lighting facilities will enable him to give better service and to produce a still better grade of work.

The Haddon Safety Platen.

Under the suggestive title of "The Greyhound of the Pressroom," H. Hinze, American agent for John Haddon & Co., Tribune building, New York, calls attention to the merits of his latest pressroom moneymaker, the Haddon Safety Platen, a press possessing many novel and valuable features. Many of these presses have been in operation by printers in this country with profit and satisfaction. A full line of these presses will be on view at the National Printers' Machinery Show during the month of April.

Cost-finding System for Machine-composition Houses.

A new treatise on cost-finding for machine-composition houses is being prepared by the Machine Composition Club of Chicago. This treatise, which is based on the Standard Uniform Cost-finding System, is specially adapted to meet the requirements of plants doing machine composition, and gives reproductions of the blanks to be used together with detailed instructions for their use. William J. Davis, manager of the London, England, branch of the Mergenthaler Linotype Company, who was a guest at the meeting at which the copy was read and discussed, congratulated the club on the thoroughness with which it has gone into the matter, and on the accurate system which has been devised.

Time-recording Device for Stamping Job-tickets.

To eliminate guesswork and the approximating of time recording on printers' job-tickets, the time-stamp made by the Magneta Company, 1955 Park avenue, New York, seems to be just the right thing. The time-stamp operated in conjunction with a master clock gives exactness of time recording on job-tickets in every department. There can be no discrepancy in this matter under this system. All printers operating up-to-date plants and running under complicated cost systems must have an exact method of time recording. With a Magnetograph—illustrated here—the stamping of a ticket, letter or any other printed form used furnishes a minute record of the starting and



The Magnetograph Time-stamp.

ending of any number of operations. Any one interested in such a device can obtain full particulars from the manufacturer.

Mayville Offset and Tympan Papers.

Tympan papers and offset papers made specially to meet the requirements of the printer are among the time and money savers that keep the modern pressroom up to that efficiency that competition demands. The "Mayville" tympan and the "Mayville" offset papers, manufactured by George W. Miller & Co., 62 and 64 Duane street, New York, and sold direct or through local jobbers, have qualities that appeal strongly to the pocket of the printer. Labor is the most expensive element in manufacturing, and these papers are labor-savers and quality improvers.

Wanner Cabinets for Proof Paper.

Saving time, waste, mistakes, and improving quality are the elements in efficiency, and probably no piece of mechanism in the composing-room gives greater opportunity for losing time or money than the proof press. The safety cabinet just placed on the market by A. E. Wanner & Co., Manhattan building, Chicago, carries the proof paper in four kinds and two sizes, protected from drafts and dirt and yet convenient for the operator, saving unnecessary motions. The cabinet has a place for rags, ink, ink-pads and wrenches, and can be attached to any Potter proof press.

WHAT SCHOOLS ARE FOR.

It is at all times to be kept sharply in mind that schools are not only to educate people in order that they may be educated, but also to educate them in order that they may do things. They are to be trained for labor and for effectiveness. Things must be done, and great men and women are to develop through doing them.—*Andrew S. Draper.*

BOOK REVIEW.**"Old China."**

The Riverside Press, Houghton Mifflin Company, has issued Lamb's essay, "Old China," in a form and style that makes a fit setting to the delicate and quaint humor and pathos of this literary gem. An edition of five hundred numbered copies have been printed, and the plates destroyed. The price is \$1.50.

"Stonework—How and Why."

Vernon Possnett, whose name is familiar to readers of THE INLAND PRINTER as a contributor to its pages on the subject of imposition and presswork, is the author of a well and carefully prepared and printed work on his specialty. "Stonework—How and Why," published by Raithby, Lawrence & Co., Limited, Leicester, England, is an authoritative work on the best English practice, clearly and readably presented. May be had through The Inland Printer Company, Chicago. Price, \$1 postpaid.

"The Story of Chicago—In Connection with the Printing Business."

The Regan Printing House, of Chicago, has issued a memorable work in an attractive form, and in large clear type so that old printers, whose eyes are not what they were in the days, or nights, when with rapid and skilful fingers they piled up "strings" on the morning papers, can read with ease this history of days when they were in their prime. The work evidences much patient research, and is a most valuable contribution to the history of the art of printing as developed in the city of Chicago.

"Outlines of Applied Optics."

This work by P. G. Nutting, associate physicist of the Bureau of Standards, Washington, D. C., is one of the latest contributions to the "science series" of the well-known publishing house of P. Blakiston's Son & Co., of Philadelphia. The author in his preface points out that applied optics is practically untaught in any university, and that the student of pure optics regards optical instruments as mere tools to be simplified and ignored rather than studied. But the physical properties of the eye and photographic plate, essential parts of every optical instrument, are largely unknown and disregarded. The work is therefore an "entering wedge" to the more systematic study of the much-neglected subject of applied optics. Copious illustrations and diagrams illustrate the text of the 234 pages. Price, \$2 net.

Foreman's Ad.-record Schedule.

J. F. Bolen, Taylorville, Illinois, has devised and published an Ad.-record Schedule for the use of foremen of newspaper composing-rooms. It is a blank-book on which a year's record may be made of the different advertisements intended to run for a certain number of issues or at intervals during a stated period. Each page carries the schedule for a particular day of the week for four calendar months, showing the date on which the day falls. Seven pages are thus devoted to a four-months' record, each page providing for a schedule of all such ads. running on a particular day of the week in the period covered. Provision is made for listing the names of twenty-eight advertisers on a page. The last page of the schedule is devoted to a blank form for making a record of contracts.

As there have been many inquiries for a record-book of this character, Mr. Bolen's efforts are sure to receive encouragement. The book is sold at \$1, and can be purchased of The Inland Printer Company.

THE INLAND PRINTER WANT ADVERTISEMENTS

A. H. McQUILKIN, EDITOR.

Published monthly by

THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U. S. A.

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY.

NEW YORK OFFICE: Tribune building, City Hall square.

VOL. 50.

MARCH, 1913.

No. 6.

THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

SUBSCRIPTION RATES.

One year, \$3.00; six months, \$1.50, payable always in advance. Sample copies, 30 Cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions.—To Canada, postage prepaid, three dollars; to all other countries within the postal union, postage prepaid, three dollars and eighty-five cents, or sixteen shillings, per annum in advance. Make foreign money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.—Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news-dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news-dealers who do not keep it on sale.

ADVERTISING RATES

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfil honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

FOREIGN AGENTS.

JOHN HADDON & Co., Bouverie House, Salisbury square, Fleet street, London, E. C., England.

RAITHBY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England.

RAITHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.

PENROSE & Co., 109 Farringdon Road, London, E. C., England.

WM. DAWSON & SONS, Cannon House, Breams buildings, London, E. C., England.

ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.

ALEX. COWAN & SONS (Limited), Wellington, New Zealand.

F. T. WIMBLE & Co., 87 Clarence street, Sydney, N. S. W.

G. HEDELER, Nürnbergerstrasse 18, Leipzig, Germany.

H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.

JOHN DICKINSON & Co. (Limited), Cape Town, Durban and Johannesburg, South Africa.

JEAN VAN OVERSTRAETEN, 3 rue Villa Hermosa, Brussels, Belgium.

POLGAR JENO, Rakociut 69, Budapest VIII, Austria.

Prices for this department: 40 cents for each ten words or less; minimum charge, 80 cents. Under "Situations Wanted," 25 cents for each ten words or less; minimum charge, 50 cents. Address to be counted. Price invariably the same whether one or more insertions are taken. Cash must accompany the order. The insertion of ads. received in Chicago later than the 15th of the month preceding publication not guaranteed. We can not send copies free to classified advertisers.

BOOKS.

SIMPLEX TYPE COMPUTER, by J. L. Kelman. Tells instantly the number of picas or ems there are in any width, and the number of lines per inch in length of any type, from $5\frac{1}{2}$ to 12 point. Gives accurately and quickly the number of ems contained in any size of composition, either by picas or square inches, in all the different sizes of body type, and the nearest approximate weight of metal per 1,000 ems, if set by linotype or monotype machine. Price, \$1.50. THE INLAND PRINTER COMPANY, Chicago.

VEST-POCKET MANUAL OF PRINTING, a full and concise explanation of the technical points in the printing trade, for the use of the printer and his patrons; contains rules for punctuation and capitalization, style, marking proof, make-up of books, sizes of books, sizes of the untrimmed leaf, number of words in a square inch, diagrams of imposition and much other valuable information not always at hand when wanted; 50 cents. THE INLAND PRINTER COMPANY, Chicago.

"COST OF PRINTING," by F. W. Baltes, presents a system of accounting which has been in successful operation for many years, is suitable for large or small printing-offices, and is a safeguard against errors, omissions or losses; its use makes it absolutely certain that no work can pass through the office without being charged, and its actual cost in all details shown. 74 pages, 6 $\frac{3}{4}$ by 10 inches, cloth, \$1.50. THE INLAND PRINTER COMPANY, Chicago.

TO LOVERS OF ART PRINTING—A limited edition of 200 numbered copies of Gray's "Elegy Written in a Country Churchyard," designed, hand-lettered and illuminated in water-colors by F. J. Trezise. Printed from plates on imported hand-made paper and durably and artistically bound. Price, boxed, \$2 postpaid. THE INLAND PRINTER COMPANY, Chicago.

ACCOUNTING SYSTEM FOR PRINTERS—A book for the printer with a cost system, or intending to install one; investment and expense accounts arranged accordingly. Labor-saving short cuts shown. \$2.50 postpaid. WALTER JOBSON, 643 Hill st., Louisville, Ky.

PRICES FOR PRINTING, by F. W. Baltes. Complete cost system and selling prices. Adapted to any locality. Pocket size. \$1 by mail. THE INLAND PRINTER COMPANY, Chicago.

FOR SALE—Bound volumes I to XIV, THE INLAND PRINTER; make offer; f.o.b. Chicago. C 203.

BUSINESS OPPORTUNITIES.

RARE BARGAIN—KIDDER COLOR ROTARY PERFECTING PRESS AND DEXTER FOLDER. Formerly used by the Lewis Publishing Co., publishers of *Woman's Magazine*. In fine condition. Set up on floor of Pressroom Building. Kidder 42 by 60, five-color rotary perfecting printing-press, No. 1186. Prints from 1 to 4 colors on face and one on back of web. Maximum width of web, 60 in. Mill roll, 30 in. in diameter. Maximum size of sheet, 42 by 60, cut off after printing. Collects sheets in groups of 4; delivers by fly to automatic lowering table. Plate cylinders fitted for electrotypes $\frac{7}{8}$ in. thick—4 around and 4 across, giving a total of 32 pages, 10 $\frac{1}{2}$ by 15, untrimmed, per revolution. Ink system is the rack back type. Impression cylinders fitted with throw-off. Press fitted with traveling offset web on the perfecting impression cylinder, taking a roll 30 in. in diameter. Speed, 6,000 impressions per hour; horse-power, approximately 15 h. p.; dimensions over all, approximately 20 feet long, 9 ft. 6 in. wide and 7 ft. 4 in. high. Electrically operated. Equipped with Sprague Type D, 20 h. p. electric motor, 115 volts; Cutler-Hammer 23 h. p. rheostat, 110-125 volts.

DEXTER DOUBLE AUTOMATIC QUADRUPLE FOLDING MACHINE.—Complete. Automatic feeder attached. Takes sheet 21 by 30 and folds into 4 or 8 pages; takes sheet 30 by 42 and folds into 4 or 8 pages; takes sheet 42 by 60 and folds into 16 or 24 pages. Electrically operated, with General Electric 2—1 $\frac{1}{2}$ h. p. motor, 115 volts; Cutler-Hammer 2 h. p. starting box. Will sell either or both at extremely low price. WOMAN'S NATIONAL PUB. CO., University City, St. Louis, Mo.

WEEKLY PAPER and job office in healthiest town of 2,500 in Texas; no other printing plant in the county; presses, folder, standard Linotype, individual motors, plenty of type cabinets, cases; no run-down outfit; 48 columns, all home print, with plenty of ads.; lots of book, folder and legal work; 1,500 paid-up subscribers; don't write unless you have \$2,500 cash; balance on time. W. B. COLLINS, Llano, Tex.

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SPRING TONGUE GAUGE PINS
\$1.20 per doz. with extra tongues



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Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan. Only \$4.80.

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WISE GRIP

ASTRA ESTABLISHMENTS—Importation-exportation, 182 rue Lafayette, Paris, France. Our house takes charge of the purchasing of all merchandise on commission and at the lowest prices; indicates the best sources for purchasing; procures for agents the representation of commercial firms; examines and finances the launching of good products and the exploitation of new inventions.

LA RECLAME UNIVERSELLE

Advertising Agency and sister house of the "Astra Establishments," 182 rue Lafayette, Paris, France. Studies, advises and places all kinds of advertising in France and abroad; furnishes the addresses of all branches and categories, customers, tradesmen, agents and depositaries (or consignees); organizes the sale of all products in the French and foreign markets; write us at once.

ADVERTISER is looking for an associate to take interest in and manage an engineering monthly magazine controlling its own special field, with broad opportunity for development and an excellent basis on which to build; the magazine is practically self-supporting and advertiser has invested about \$10,000; associate would be expected to invest equal amount in the further development of paper and to give his entire time to the work; no one not thoroughly educated, willing to do intense work and able to furnish the best references, social and technical, need apply. C 202.

JOB OFFICE—Best location in city of 50,000 population; 19 by 26 Cranston cylinder, 13 by 19 Universal, 10 by 15 Peerless, 8 by 10 Gordon, Boston wire stitcher, all fitted individual motors; 30-inch paper-cutter; 150 fonts late type, stones, cases, everything complete; worth \$3,500—price, \$2,000; cash, payments, or will sell half interest to competent party, or can handle exchange for newspaper plant of equal value. **STANTON PRINTING CO.**, 18-22 W. Washington st., Springfield, Ohio.

FOR SALE—Perfectly equipped rapid photogravure plant consisting of two rotary and one sheet-fed presses and other necessary equipment; the change of policy in confining our business to our established trade in color and photoengraving offers an excellent opportunity to a large printing or publishing house to add a picture-producing department for art or commercial purposes. **THE HARTLEY COMPANY**, 129 Lafayette st., New York.

FOR SALE—Finest-equipped small plant, livest city, Pacific Northwest; city will reap immense benefits from Panama Canal; plant has best work; profitable, but needs the capital for an allied business, which would add big volume trade to plant; bargain, act quickly. C 216.

FOR SALE—Well-established, up-to-date four-jobber printing plant, located in the city of Los Angeles, doing a profitable business; exceptional opportunity for a capable, high-grade man; for particulars, address **SECRETARY, Printers' Board of Trade**, Los Angeles, Cal.

FOR SALE—One of the best-paying country papers in heart of new irrigated section in southeastern Idaho; A-1 plant, including Cranston cylinder and fine assortment of type; splendid opportunity for right party; must be sold before May 1; price right. C 189.

GET PRINTING ORDERS BY MAIL from hundreds of towns; field unlimited; in four months, with \$850 plant in small city, I build \$50 to \$75 weekly business above local business; interesting circular free. **HOLLIS CORBIN**, 1931 Broadway, New York city.

FOR SALE—A complete, small, modern and practically new photoengraving plant in Ohio; an unusual opportunity for an A-1 practical man; all the work can handle under contract. C 186.

FOR SALE—Three-machine trade-composition plant, working to capacity; located in best city in Southwest; good reasons for selling; \$5,000 cash will handle. C 176.

PUBLISH NEWSPAPER—1,000 four-page, seven-column papers, \$28 weekly; second thousand, \$6. **EMPIRE NEWSPAPER UNION**, 419 1st av., New York.

FOR SALE—Job bindery doing good business. On account of poor health. **SCHENECTADY BOOK BINDERY**, Schenectady, N. Y.

FOR SALE—A thoroughly organized and money-making printing business in Texas. M 928.

COPY.

EXCLUSIVE PRINTERS' ADVERTISING SERVICE; five years' demonstrated success; samples free. **FRANK ARMSTRONG ADV. CO.**, Des Moines, Iowa.

ENGRAVING METHODS.

ANYBODY CAN MAKE GOOD CUTS, on ordinary sheet zinc, at trifling cost, with my simple transferring and etching process; skill and drawing ability not required. Price of process, \$1; circular and specimens for stamp. **THOS. M. DAY**, Box 1, Windfall, Ind.

CANFIELD'S "GOOD ENOUGH" photoengraving process for printers and newspapers; instructions, chemicals, blank plate, sent prepaid, \$1.25. 327 Earlham, Germantown, Philadelphia, Pa.

FOR SALE.

FEEDERS FOR SALE—One 49 by 66 Dexter automatic pile feeder, with 1 h. p., 220-volt, d. c. motor; one 24 by 36 Dexter automatic pile feeder, with ¾ h. p., 220-volt, d. c. motor; the above machinery is in first-class condition and practically as good as new, having seen only about 6 months' service; attractive prices will be quoted upon application to **THE WESTERN PAPER GOODS COMPANY**, Third and Lock sts., Cincinnati, Ohio.

BOOKBINDERS' MACHINERY—Before buying elsewhere a second-hand or rebuilt Smyth machine, send us the serial number on nameplate and we will give you its history and age; we are now, and have been for over twenty-four years, the sole selling agents in North America for the Smyth Manufacturing Company, of Hartford, Conn., the only manufacturers of Smyth book-sewing machines, ensemaking, casing-in, cloth-cutting, gluing and book-trimming machines. There is no connection whatever between the Smyth Manufacturing Company, of Hartford, and any other concern in this country trading under a somewhat similar name. Prospective customers are cautioned accordingly. All rebuilt Smyth machines offered by us have all worn parts replaced by interchangeable and correct parts furnished us by the manufacturers, and correspondence with those interested is invited. **E. C. FULLER COMPANY**, 28 Reade st., New York, and Fisher bldg., Chicago, Ill.

ELECTROTYPE MACHINERY FOR SALE—One Wesel electrotype-trimming machine, trims 24 inches square, with ½ h. p., 220-volt, d. c. motor; one No. 2 Wesel agitator, with pump and 2 h. p., 220-volt d. c. motor; the above machinery is in first-class condition and practically as good as new, having seen only about 6 months' service; attractive prices will be quoted upon application to **THE WESTERN PAPER GOODS COMPANY**, Third and Lock sts., Cincinnati, Ohio.

FOR SALE—Two ruling machines, 32 and 36 inch cloth, with strikers attached; in very good condition; price, \$125 and \$150 f.o.b. Lockport, N. Y.; also 1 Boston Wire Stitcher No. 3, in first-class condition; price, \$130 f.o.b. Lockport, N. Y. Write for further information. **A. J. LAUX & CO.**, Lockport, N. Y.

FOR SALE CHEAP, for cash, to quick buyer, one Stonemetz jobbing folder; takes sheet 19 by 25 to 25 by 38, point or guide feed; folds 8's, 16's, 24's, 32's and 16's two-up; slider on first fold; for further particulars and price, address **B. R. FIERSTINE**, 42 Pearl st., Utica, N. Y.

LINOTYPE, CANADIAN MODEL No. 3, with extra magazine, two molds, four fonts of two-letter matrices and extra sorts; good condition. **IMPERIAL PUBLISHING CO., LTD.**, Halifax, N. S., Canada.

LINO-TYPEWRITER—The typewriter "built like a linotype"; price reasonable; easy terms; agents wanted. **BUCKNER LINO-TYPEWRITER COMPANY** (est. 1908), Berkeley, Cal.

BOOKBINDERS' MACHINERY—Rebuilt Nos. 3 and 4 Smyth book-sewing machines, thoroughly overhauled and in first-class order. **JOSEPH E. SMYTH**, 634 Federal st., Chicago.

FOR SALE—One Hoole rotary check end-name printing machine, good as new, but slightly used, at half price, \$150. **C. F. HOECKEL B. B. & LITHO COMPANY**, Denver, Colo.

LINOTYPE, MODEL 3; excellent condition, with one extra magazine, two sets of matrices, liners and ejector blades. **EDDY-PRESS CORPORATION**, Cumberland, Md.

FOR SALE—Two Model 3 Canadian Linotypes, with very complete assortment matrices; plant in excellent condition. **BARNES & CO.**, St. John, N. B., Canada.

LINOTYPE—Model 2, complete with motor, magazine, matrices, liners and blades. **SPRINGFIELD PRINTING & BINDING CO.**, Springfield, Mass.

THREE LINOTYPES—One Model 3, one Model 1 and one Canadian machine. **McALPINE PUBLISHING CO.**, Halifax, N. S., Canada.

FOR SALE—One Canadian Linotype, No. M-3204, in good condition. **SYDNEY POST PUBLISHING CO.**, Sydney, N. S.

FOR SALE—Model No. 1 linotype magazine; for particulars, write **S. B. NEWMAN & CO.**, Knoxville, Tenn.

FOR SALE—One Pony Miehle press, guaranteed as good as new; price, \$1,200; immediate delivery. C 191.

HELP WANTED.

Bookbinders.

WANTED—Experienced blank-book forwarder and finisher; one experienced in ruling preferred; state age and experience; \$18 to \$21, according to ability, 54 hours; only first-class man need apply; must be steady, sober and reliable; references required. **A. J. LAUX & CO.**, Lockport, N. Y.

Engravers.

FOREMAN-ENGRAVER WANTED—A large publishing house in the Middle West wishes to secure a thoroughly experienced working engraver-foreman for its finishing department; one used to high-class half-tone and color work; nonunion man preferred; in reply please give full particulars in regard to previous experience, age, recommendations, etc. C 190.

WANTED—Engraver for metal or wood. **TAMPA BOX COMPANY**, Tampa, Fla.

MEISEL Printing Press Mfg. Co., 944 to 948, Dorchester Avenue, Boston, Mass.
Presses for Printing one or both sides of the web in one or more colors for roll or sheet products, flat or folded. Ticket Presses. Salesbook Presses. All sizes Rotary Presses.

Manager.

MANAGER of job-printing department wanted; a situation is open with a large periodical-publishing house for an experienced man to take charge of its job printing; this demands accurate knowledge of paper stocks, printing and folding processes and the ability to handle large and complicated runs; write, stating age, references and experience, C 164.

Office Men.

WANTED—A competent man with experience in the printing-ink business, for office work; must know details of printing-ink business; give references, experience and salary required. C 194.

Pressmen.

WANTED—Assistant Harris pressman, experienced on 15 by 18 two-color automatic; no other need apply; steady work day or night. M. M. ROTHSCCHILD, INC., 711 S. Dearborn st., Chicago, Ill.

WANTED—A job pressman who understands "process" letterwork thoroughly. C 219.

Rollermaker.

WANTED—Young man to run printers' roller-casting plant; must be competent rollermaker; give experience, references and salary required. C 192.

Salesmen.

WANTED—A SPECIAL REPRESENTATIVE; must be a high-class business man, a young, energetic, enthusiastic worker used to fair dealing; he must also have a good knowledge of the mechanical requirements of the different printing pressrooms and be able to gain and hold trade, and have the best of references; good opportunity to the right man. WALTER SCOTT & CO., Printing Press Manufacturers, Plainfield, N. J.

WANTED—Estimator and salesman; must be sober, energetic, of good address and well versed in estimating on printing in accordance with cost-finding methods; references required; permanent position and advancement for right party; new plant, modernly equipped, under experienced management. DULANEY-BOATWRIGHT CO., INC., Lynchburg, Va.

WANTED—Printing-ink salesman, to sell established brand on Pacific coast; must be reliable, sober, industrious and not married; give references, experience and salary required. C 193.

INSTRUCTION.

A BEGINNER on the Mergenthaler will find the THALER KEYBOARD invaluable; the operator out of practice will find it just the thing he needs; exact touch, bell announces finish of line; 22-page instruction book. When ordering, state which layout you want—No. 1, without fractions; No. 2, two-letter with commercial fractions, two-letter without commercial fractions, standard Junior, German. THALER KEYBOARD COMPANY, 505 "P" st., N. W., Washington, D. C.; also all agencies Mergenthaler Linotype Company. Price, \$5.

LINOTYPE INSTRUCTION—Seven Linotypes; lesson sheets; thorough mechanical instruction; employment bureau; 150 students yearly; call or write before deciding; three openings. EMPIRE Mergenthaler LINOTYPE SCHOOL, 419 First av., New York city.

OLD TYPE WANTED.

OLD TYPE WANTED—Cash or exchange. EMPIRE TYPE FOUNDRY (not in the trust), Buffalo, N. Y.

SITUATIONS WANTED.**Artists.**

ARTIST seeks improvement in position; expert in lettering, retouching and washes; excellent in catalogue, dummy and commercial work. C 208.

Bookbinders.

WOULD LIKE A POSITION with some St. Louis (Mo.) lithographing or printing concern; I am familiar with bindery work and all kinds of cutting; I am at present employed; if I give satisfaction, and if agreeable to all concerned, I might take a little stock in the concern; can give references. C 185.

SOBER AND INDUSTRIOUS young man with 12 years' experience in bindery, first-class finisher and forwarder, desires position as working foreman; Maryland, Virginia or North Carolina preferred. C 171.

BOOKBINDER-FORWARDER of 22 years' experience on blank-books, loose-leaf devices, all finished books and cutting machines, desires position. JACOB WAGNER, 130 N. St. Clair st., Dayton, Ohio.

BOOKBINDER—First-class finisher, stamper, marbler, forwarder, glider and ruler wants position; 16 years' experience in blank books, edition and loose-leaf binders; West preferred. C 880.

BINDERY FOREMAN, thoroughly familiar with the different classes of work in all branches, and of first-class mechanical and executive ability, wants position; any part of the United States. B 165.

Compositors.

A-1 JOB AND AD. PRINTER, experienced job and cylinder pressman, and practical linotype operator-machinist, open for engagement after March 15; all-around 100-point man; foremanship position preferred; highest references; union. C 215.

COMPOSITOR, with decided ability and wide experience in job, booklet and ad. work, desires permanent position where taste and originality with economy of time are essential; age 25; total abstainer; union. C 183.

COMPOSITOR, who has worked for the present firm 11 years—desiring change—would like position as job or ad. man; age 28, married, sober, union; state particulars and salary. C 174.

Foremen.

MANAGER wants to go West or Southwest; age 37, married; understands printing and binding in all branches; can get business and understands costs; has sold printing blank-books account; situation must pay \$2,500 to start with a large printer and chance to become stockholder after reasonable time; at present employed in Twin Cities, Minn. C 211.

SITUATION WANTED—Experienced foreman, employed, would like to change; thoroughly conversant with hand, linotype and monotype, book and job composition and estimating; industrious; sober; established city plant in New York city or East preferred; union; reliable. C 201.

MANAGER—Experienced, high-grade printing and colorwork, competent to handle large plant efficiently and economically, desires engagement with responsible house; knows costs, estimating, etc.; references. C 204.

FOREMAN—Afternoon daily, west of Mississippi; good references, teetotaler, good salary expected. C 212.

Miscellaneous.

A YOUNG MAN WITH 3 years' high-school education, 4 years' experience in printing-office, 2 years' experience making rubber stamps, Some knowledge of advertising, and An interest in anything he undertakes, desires a position where he can make use of as much of above as possible. Write to C 220, care INLAND PRINTER.

LAYOUT AND DUMMY MAN—Extraordinary ability, original and quick; experienced in the better class of printing and colorwork; familiar with stock; long experience at estimating. C 205.

Pressmen.

PRESSROOM FOREMAN desires to connect with a first-class house; a practical man, with a thorough knowledge of presswork—a good manager of men, who knows how to turn out quality work in smallest amount of lost time; references; nonunion. C 805.

POSITION WANTED by an experienced pressman in all classes of work; highest references as to ability and character; would prefer to go to small town, 100 to 200 miles from Chicago, and if necessary can purchase partnership. C 217.

PRESSMAN—Thoroughly reliable, wants change; experienced in general commercial work on cylinder, auto and platen; holds card; strictly temperate, age 35, married; must be steady situation. C 197.

WANTED—Position as cylinder pressman in a small shop; have had 7 years' experience. M. H. KILGORE, 927 Munson st., Akron, Ohio.

Proofreaders.

PROOFREADER (English, French and Spanish) desires position, preferably in mild climate. C. S. E. W., Box 67, Magnolia, N. J.

WANTED TO PURCHASE.

TWO FLAT-BED WEB PERFECTING newspaper presses and a common rotary press with stereotyping wanted; the last mentioned shall be used for twelve-sided newspapers, size 5½ by 67½ cm., and all the presses are to be delivered in the latest construction and equipped with all modern improvements; American firms, who wish to deliver one or more of the presses, will please address their offers with full particulars, illustrations, etc., stating lowest price for reselling, to VILHELM JOHNSON, Stockholm 12, Sweden.

A FIRST-CLASS PRESSMAN wants to purchase an interest in newspaper and job-shop in a small town about 100 to 200 miles from Chicago. C 217.

MONOTYPE WANTED—Secondhand. C. L. DARTE, 306 Lexington av., Buffalo, N. Y.

WETTER

IN A CLASS BY ITSELF

NUMBERING MACHINES

SOLD AT RIGHT PRICES

All Type Founders and Dealers

Wetter Numbering Machine Company
335 Classon Avenue, Brooklyn, New York, U. S. A.

BUSINESS DIRECTORY.

Advertising Blotters.

BLOTTER ADVERTISING is a paying proposition if you put out something attractive, and possessing originality and snap; we furnish a unique three-color cut service and copy for blotters which will bring you business; price, \$2 per month; send for samples; a signature cut free with a six months' order. WM. J. PLATT & CO., Bridgeport, Conn. 11

PRINT BLOTTERS for yourself—the best advertising medium for printers. We furnish handsome color-plates, strong wording and complete "layout"—new design each month. Write to-day for free samples and particulars. CHAS. L. STILES, 230 N. 3d st., Columbus, Ohio. 8-13

Casemaking and Embossing.

SHEPARD, THE H. O., CO., 632 Sherman st., Chicago. Write for estimates. 1-14

Chase Manufacturers.

BARNHART BROTHERS & SPINDLER, Chicago. Electric-welded steel chases for job and cylinder presses. 7-13

Copper and Zinc Prepared for Half-tone and Zinc Etching.

AMERICAN STEEL & COPPER PLATE COMPANY, THE, 116 Nassau st., New York; 610 Federal st., Chicago; Mermod-Jaccard bldg., St. Louis, Mo. Satin-finish plates. 6-13

NATIONAL STEEL & COPPER PLATE COMPANY, 542 South Dearborn st., Chicago, Ill.; 220 Taaffe pl., Brooklyn, N. Y.; 1101 Locust st., St. Louis, Mo.; 212 East Second st., Cincinnati, Ohio. 10-13

Electrotypers and Stereotypers.

H. F. McCAFFERTY CO., nickeltyping and fine half-tone work. 141 East 25th st., New York. Phone, 5286 Madison square. 3-13

Electrotypers' and Stereotypers' Machinery.

HOE, R. & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago offices, 7 S. Dearborn st. 11-13

THE OSTRANDER-SEYMOUR CO., General Offices, Tribune bldg., Chicago. Eastern Office, 38 Park Row, New York. Send for catalogue. 1-14

F. WESEL MFG. CO., Brooklyn, N. Y., machinery and supplies for every detail of the trade; New York salesroom, 10 Spruce st.; Chicago office, 431 S. Dearborn st. 3-13

WILLIAMS-LLOYD MACHINERY COMPANY, office and salesrooms, 638 Federal st., Chicago. Eastern representatives: United Printing Machinery Company, Boston-New York. 2-14

Embossers and Engravers—Copper and Steel.

FREUND, WM., & SONS, est. 1865. Steel and copper plate engravers and printers, steel-die makers and embossers. Write for samples and estimates. 16-20 E. Randolph st., Chicago. 4-13

Embossing Composition.

STEWART'S EMBOSSEING BOARD—Easy to use, hardens like iron; 6 by 9 inches; 3 for 40c, 6 for 60c, 12 for \$1, postpaid. THE INLAND PRINTER COMPANY, Chicago. 11

Embossing Dies.

YOUNG, WM. R., 121-123 N. Sixth st., Philadelphia, Pa. Printing and embossing dies, brass, steel, zinc; first-class workmanship. 7-13

Grinders and Cutting-room Specialties.

WE SELL to printers, lithographers and related trades and satisfy them because of a knowledge of what is required. Our personal service makes our patrons satisfied customers. Our specialties: High-grade paper-cutter knives; cutting sticks (all sizes); K. K. knife lubricator, takes place of oil and soap; K. K. paper-slip powder, better than soapstone. Also expert knifegrinders. Prices right. E. C. KEYSER & CO., 722 S. Clark st., Chicago. 6-13

Guaranteed Flat Gummed Papers.

IDEAL COATED PAPER CO., Brookfield, Mass. Imported and domestic guaranteed flat gummed papers in the sheet and in the roll. Chicago office, 452 Monadnock bldg. 2-14

Gummed Papers.

IDEAL COATED PAPER CO., Brookfield, Mass. Imported and domestic guaranteed noncurling gummed papers in sheets and rolls. 5-13

Hot Die Embossing.

STEARNS, HOWARD & CAMPBELL, 557 W. Monroe st., Chicago. Catalogue covers, labels, show-cards, etc.; engravers and die sinkers.

Ink Manufacturers.

AMERICAN PRINTING INK CO., 2314-2324 W. Kinzie st., Chicago. 3-13

Mercantile Agency.

THE TYPO MERCANTILE AGENCY, General Offices, 160 Broadway, New York; Credit Books, Reports, Collections. The Trade Agency of the Paper, Book, Stationery, Printing and Publishing Trade. 7-13

Motors and Accessories for Printing Machinery.

SPRAGUE ELECTRIC WORKS, 527 W. 34th st., New York. Electric equipment for printing-presses and allied machines a specialty. 3-13

Numbering Machines for Printing-presses.

WETTER NUMBERING MACHINE CO., 335 Classon av., Brooklyn, N. Y. Special machines for rotary presses of any make. Prices that talk. 1-14

Paper Cutters.

OSWEGO MACHINE WORKS, Oswego, New York. The Oswego, Brown & Carver and Ontario—Cutters exclusively. 4-13

Photoengravers.

BLOMGREN BROTHERS & CO., 612 Sherman st., Chicago. Photo, half-tone, wood engraving and electrotyping. 11-13

Photoengravers' Machinery and Supplies.

THE OSTRANDER-SEYMOUR CO., General Offices, Tribune bldg., Chicago. Eastern Office, 38 Park Row, New York. Send for catalogue. 1-14

F. WESEL MFG. CO., New York and Brooklyn. Chicago office, 431 S. Dearborn st. "WESEL QUALITY." 3-13

WILLIAMS-LLOYD MACHINERY COMPANY, headquarters for photoengravers' supplies. Office and salesrooms, 638 Federal st., Chicago. Eastern representatives: United Printing Machinery Co., Boston-New York. 2-14

Photoengravers' Metal, Chemicals and Supplies.

NATIONAL STEEL & COPPER PLATE COMPANY, 542 S. Dearborn st., Chicago, Ill.; 220 Taaffe pl., Brooklyn, N. Y.; 1101 Locust st., St. Louis, Mo.; 212 E. Second st., Cincinnati, Ohio. 10-13

Photoengravers' Screens.

LEVY, MAX, Wayne av. and Berkeley st., Wayne Junction, Philadelphia, Pa. 3-13

Presses.

GOSS PRINTING PRESS COMPANY, 16th st. and Ashland av., Chicago, manufacturers newspaper perfecting presses and special rotary printing machinery. 1-14

HOE, R. & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago office, 7 S. Dearborn st. 11-13

THOMSON, JOHN, PRESS COMPANY, 253 Broadway, New York; Fisher bldg., Chicago; factory, Long Island City, New York. 10-13

FOR RELIABLE TYMPAN PAPERS

Mayville Duplex Tympan

for Top and Draw Sheets
Especially economical on long runs

WRITE
GEO. W. MILLAR & CO.
284 Lafayette Street,
New York

Mayville Offset

For the rotary press
A superior Traveling, Shifting or Smut
Tympan

Our Guaranteed Reliable Tape Moistening Machine



is the cheapest and most efficient sealer on the market and is **Sold Outright—No Lease—No Rental—No Restrictions.** Absolutely the best machine on the market both in appearance and service. Write for Catalogue.

RELIABLE GUMMED TAPE CO., Inc. 80-90 Cypress Avenue, New York, N. Y.
Largest Manufacturers of Sealing Machines and Printed Gum Tape in the United States

Printers' Rollers and Roller Composition.

BINGHAM'S, SAM'L, SON MFG. CO., 636-704 Sherman st., Chicago; also 514-518 Clark av., St. Louis; First av. and Ross st., Pittsburgh; 706 Baltimore av., Kansas City; 52-54 S. Forsythe st., Atlanta, Ga.; 151-153 Kentucky av., Indianapolis; 675 Elm st., Dallas, Tex.; 135 Michigan st., Milwaukee, Wis.; 919-921 4th st., So., Minneapolis, Minn.; 609-611 Chestnut st., Des Moines, Iowa. 3-13

BINGHAM BROTHERS COMPANY, 406 Pearl st., New York; also 521 Cherry st., Philadelphia, and 89 Allen st., Rochester, N. Y.

Allied Firms:

Bingham & Runge, East 12th st. and Powers av., Cleveland, Ohio.
Bernard Dietz Co., 231-233 Forest st., Baltimore, Md. 10-13

WILD & STEVENS, INC., 5 Purchase st., cor. High, Boston, Mass. Established 1850. 2-14

Printers' Supplies.

BARNHART BROTHERS & SPINDLER, Chicago. Scientific printing-office equipment. 7-13

Printing Material.

BARNHART BROTHERS & SPINDLER, Chicago. Babcock drums, two-revolution and fast news presses; also new and rebuilt. 7-13

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JOHNSON AUTOMATIC ROLLER RACK CO., LTD., Battle Creek, Mich. Promoting "The Johnson Way" scientific roller care. 5-13

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GEORGE W. SWIFT, JR., designer and manufacturer of special machinery for manufacturing and printing paper goods. BORDENTOWN, N. J. 8-13

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A COLD SIMPLEX STEREOTYPING OUTFIT, \$19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat; simpler, better, quicker, safer, easier on the type, and costs no more than papier-maché; also two engraving methods costing only \$5 with materials, by which engraved plates are cast in stereo metal from drawings made on cardboard. "Ready-to-use" cold matrix sheets, \$1. HENRY KAHR, 240 E. 33d st., New York. 11-13

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AMERICAN TYPE FOUNDERS CO., original designs in type and decorative material, greatest output, most complete selection. Dealer in wood type, printing machinery and printers' supplies of all kinds. Send to nearest house for latest type specimens. Houses—Boston, New York, Philadelphia, Baltimore, Richmond, Buffalo, Pittsburgh, Cleveland, Cincinnati, St. Louis, Chicago, Detroit, Kansas City, Minneapolis, Denver, Dallas, Los Angeles, San Francisco, Portland, Spokane, Vancouver. 8-13

ADVANCE TYPE FOUNDRY—Highest quality type at moderate prices. WIEBKING, HARDINGE & CO., Props., 1133 Newport av., Chicago.

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Cast them on Linotype Machines in your own office at a trifling cost and have a new imprint for every job. We make Matrix Slides to cast imprints in a variety of small Gothics, any length of line up to 30 ems—one, two, or three lines on a slug. Send for circulars and a copy of our booklet, "Advertising a Printshop with Imprints." Every Matrix Slide we make guaranteed to cast perfect slugs. Write today.

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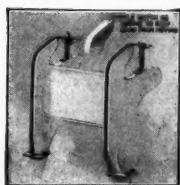
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The perfect "set" of the rollers gives the same satisfaction on a Gordon as on a cylinder press. Results show immediately. Perfect printing and great roller-saving. Life of rollers increased 50 per cent. Supplied for 8-12, 10-15, 12-18 C. & P. Gordon, \$6 per set.

Sold by principal dealers or direct.

The Krauss Roller Adjuster Co.

36 E. Broad Street, Columbus, Ohio

Barnhart All-Brass Galleys

Are strongest where the strain comes—at the corners. The bottoms are straightened by a special process which gives almost perfect flatness. The rims are extra heavy. Many styles are provided with a foot clamp which locks by means of a lever. For special purposes—linotype, monotype, newspaper composition, etc.—there are special galleys each adapted to its particular use.

You will be interested in the circular describing and illustrating these galleys. We shall be pleased to send you a copy on request.

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168-170-172 W. Monroe St.,
CHICAGO
Makers of the Famous Barnhart Type

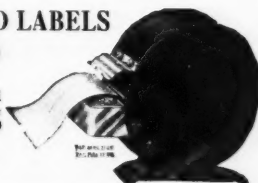
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5000 PRINTED GUMMED LABELS

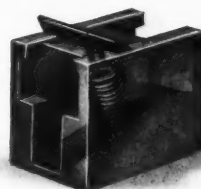
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Will not curl. No waste.

Printed and Plain Gummed Tapes. All sizes. Rapid Package Sealing and Tape Moistening Machines, from \$1 to \$7.50

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NORWALK, CONN.

**Durant Counters**

Insure you against
SHORT COUNTS
Attachment for all Job
Presses—at your dealer's.

**GET THE
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(Patented
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Size 4 x 6
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Uprightgrain Sectional Blocks

and have the ONLY System that will handle
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**GUARANTEED BEST
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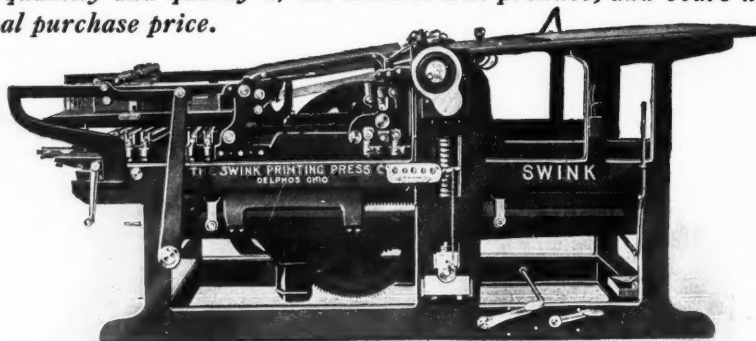
Uprightgrain Printing Base Co.

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THE VALUE *of a* PRINTING PRESS

is in the quantity and quality of the work it will produce, and bears no relation to its original purchase price.



THE SWINK TWO-REVOLUTION PRESS

WILL PRODUCE BOTH QUALITY AND QUANTITY. IT IS THE BEST INVESTMENT THAT THE THINKING PRINTER CAN MAKE.

IT WAS DESIGNED BY PRACTICAL MEN WHO KNOW YOUR NEEDS AND IT IS BUILT ACCORDINGLY. IT IS CONVENIENTLY FED FROM THE FLOOR. THERE ARE NO STEPS TO CLIMB.

THINK THIS OVER.

Write for descriptive matter or a salesman to explain its advantages and conveniences Either will come to you upon request.

The Swink Printing Press Company, *Factory and General Office: Delphos, Ohio*

Static Electricity Conquered

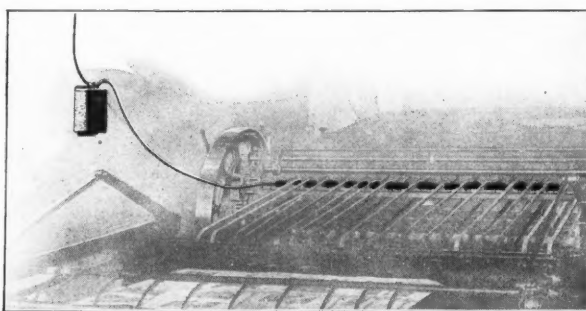
At last a perfect Static Neutralizer has been discovered and given to the printers of the world. Pressrooms equipped with the Thompson Static Neutralizer no longer are annoyed and delayed by electricity in the paper.

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Endorsed by Leading
Printers from
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*For New York, New
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No power consumed. No fire risks. No repair bills.

A Simple Scientific Apparatus as Unfailing as Any Law of Nature

*The low cost of this Neutralizer will be saved the first month.
Can be applied to all makes of presses.*

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It Is True Economy to Select Good Paper

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You will find it money in your pocket always to select


A Warren Standard

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Among them you will find the paper best suited to your particular job—a paper you can absolutely depend on for results.

For the best effects in booklet work, no paper can equal *Cameo Paper*, a Warren Standard. Its lusterless, velvety surface gives to half-tones the effect of photogravures—gives them a depth you did not believe was in them. *Cameo* booklets are always most attractive.

You will see the beautiful effects possible to secure with *Cameo* if you will

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our new specimen book. It contains samples of all the Warren Standards, and is a gold mine of suggestions on color combinations, typography and the proper stock to use for all kinds of booklets.

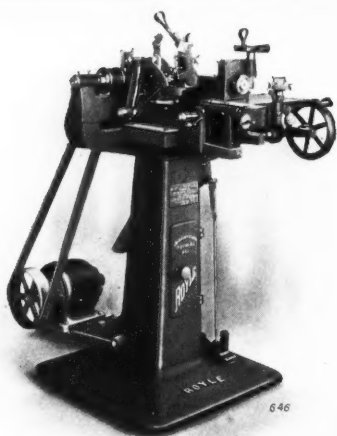
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Line Beveler driven by Form L Motor

Form L Motors are designed and built to meet any condition requiring small power for either belt or gear drive or for direct connection. There are more than a million dollars' worth in use.

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CROCKER-WHEELER CO.

AMPERE, N. J.

OFFICES IN ALL PRINCIPAL CITIES

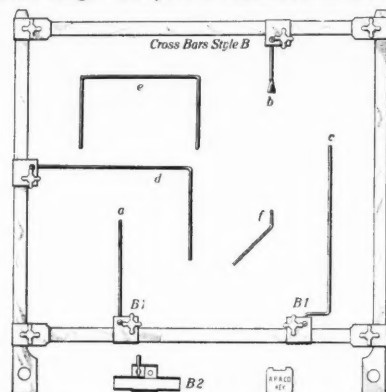
Hake's Universal Perfection Gripper for Platen Presses

(PATENTED)

"The Gripper of Unlimited Possibilities"

A perfect apparatus for firmly holding sheets under any difficulty. Quickly adjusted. Any length or shape of gripper rod easily inserted. **A Permanent Fixture to the Press.**

No Blurring. Perfect Presswork a Certainty



The Grippers consist of $\frac{1}{2}$ -inch steel rods, held by small slidable blocks on double-beveled "arms" and cross-bars, quickly adjusted and securely fastened by winged screws and clamps. It is built like a machine—best steel construction. Durable and reliable. Nickel-plated. Made for all sizes and makes of platens.

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Milwaukee, Wis.

Chicago Agency: Champlin Mfg. & Sales Company, 343 Dearborn Street



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Machinery for Printers, Lithographers, Bookbinders and Paper Box Makers

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It will pay you to see us when in the market. We feature machinery and appliances that are money-makers for you.

Write us—Wire us—'Phone us—We are always on the job

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IT IS

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Q, Your money goes into the original lot, but it comes back—for every time you fill an order with this paper, you make a satisfied friend, and satisfaction brings repeat orders.

Sold in White and Nine Colors at a Price
You Will Like

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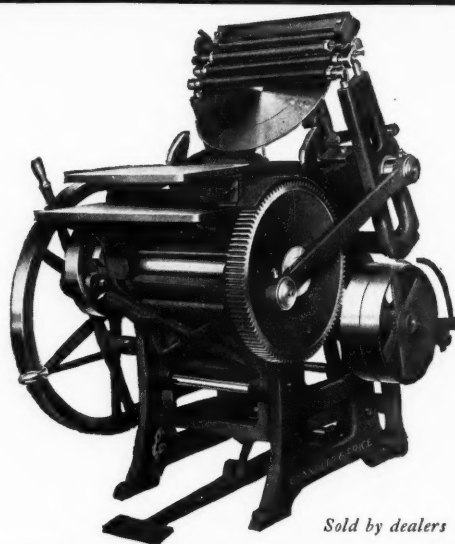
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CHICAGO



Chandler & Price New Series Press

The Best

WHEN you purchase the Chandler & Price New Series Press you buy a machine backed by a great reputation for reliability and a press that has received the endorsement of printers for more than twenty-five years. In C. & P. Presses you get accuracy, speed, rigid impression, adequate ink distribution, durability and a press that costs little for up-keep. A year's test of the new features proves their value. We invite investigation of the Chandler & Price New Series Press.



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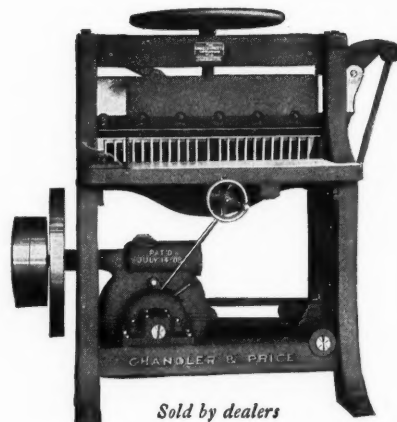
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The Chandler & Price Co., Cleveland, O.

Chandler & Price Power Paper Cutter

The Best

MOST master printers will appreciate the advantage of purchasing a Power Cutter from a firm famous for their success in manufacturing other printers' machinery. Our Power Cutter is simple in construction. The power mechanism is attached where it is out of the operator's way, and is enclosed in a dirt-proof metal case. It has a deep throat and ample table. The strength of frames and braces enables it to withstand strains of heaviest cuts. Made in three sizes—30 in., 32 in., and 34 in., and each size will cut and square paper up to dimension noted. This Power Cutter will prove valuable in any plant.



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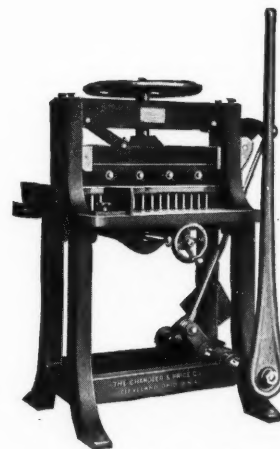
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Chandler & Price Lever Paper Cutter

The Best

THIS Chandler & Price Lever Paper Cutter should receive a hearty welcome in plants requiring an auxiliary cutter for stock-room or in plants requiring a cutter operated without power. To accomplish everything on a lever cutter with the fewest parts and utmost simplicity was the aim of the manufacturers. The legs, table, braces and knife bar are extra heavy to prevent springing under heavy cuts. Perfectly counterbalanced, and has adjustable lever and weight and extra large clamping wheel, making the operation easy and rapid. Made in sizes 33, 26, 30 x 32 inch—cuts and squares stock up to sizes mentioned.



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FULTON FAST RED

BRILLIANT—PERMANENT—ALKALI PROOF—SPIRIT
PROOF—EXCELLENT WORKING—FINE BRONZY
FINISH—OPAQUE—GOOD DRYING—COVERING

*Just Like a \$3.00 Red
Only the Price Tells the Rest*



This shows how it looks on type work on ordinary paper; how it will look on YOUR work. You can't help liking it.

HENCE WE DARE TO MAKE
THE FOLLOWING OFFER AS AN INTRODUCTORY
PROPOSITION

Here's Our Offer:

Something Never Done Before

Fill out the coupon below, tear it off and mail at once to our nearest address as given on the other side, enclosing \$3.00. This offer is good only until April 1st. On receipt we will promptly send prepaid.

FIVE POUNDS OF FULTON FAST RED

Open any can, try it, use up the whole pound if you want to. If you like it and find it all we claim, keep the shipment.

If you don't like it, return the remaining 4 lbs. at our expense, and your entire \$3.00 will be promptly and cheerfully refunded.

You take no risk except to get a pound of ink for nothing. It don't cost you one cent unless you like the ink more than you like your \$3.00.

(See Other Side)

To
**SIGMUND
ULLMAN CO.**

See other side for nearest
address

TEAR OFF HERE AND MAIL TODAY

We accept your proposition and enclose \$3.00, for which send at once 5 lbs. Fulton Fast Red, prepaid. We are to try one can. If we find the ink satisfactory, we will keep the shipment; if we do not like the ink, we are at liberty to return the remaining 4 lbs. within 10 days and you are to refund us the \$3.00 in full. We are under no obligation except to try the ink promptly, and return it at once if we do not like it.

Date _____

Signed _____

Address _____

FULTON FAST RED

About a year ago we made this offer by mail to an average list of printers. We had quite some inside objections to overcome, for there were those who believed that we were doing a very dangerous thing.

It was claimed that no matter what merit an article had, some would not like it, and return the shipment, while others would grasp the opportunity to get a pound at our expense.

We decided otherwise on the grounds that the ink was so good that everybody must like it, and that from our experience, while the vocation of printing cannot make men honest, it appears to be one to which honest men are attracted.

We banked on the judgment and honesty of the printer at large, and it gives us great pleasure to state that not one man either returned the whole shipment or kept a pound at our expense.

Fulton Fast Red is the most satisfactory, general all-round Red ever sold. It cannot be duplicated elsewhere, and has largely replaced Reds sold at far higher figures.

We therefore wish to extend this opportunity to every printer in the United States.

Naturally we cannot open accounts for \$3.00, and must therefore stipulate that those not on our books send cash with the order.

Sigmund Ullman Company

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P. O. Box 15, Sta. R

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A 32-Page Form on *Bond Paper* Read How This New Bond Paper Discovery Keeps Your Presses Moving

FLAT as Tokyo Bond" is the newest saying in press rooms. For now a practical discovery in paper-making has given the printing trade a handsome loft-dried correspondence bond paper that will take any and all kinds of printing.

On the new high-speed offset press, it will take halftones in colors—and it will run through any kind of press in *full-size sheets*, without stopping or hitching or delaying the press by uneven stretch or running into edge creases, kinks, wrinkles and V-shaped ripples.

You know why bond paper tends to do those things. You know that the old processes produced paper which contained invisible microscopic waves and puffs, and needed only stretching on the true press cylinder to turn them into big waves, puffs, etc. You know that

"BOND PAPER MAY DECEIVE THE EYE
BUT NOT THE PRESS."

Now this new process of bond-paper making—the discovery of Tokyo Bond—has found the means of "*building*" bond paper flat—"building" it minus invisible waves and puffs—"building" flatness into it from its genesis as pulpy water to its revelation as handsome bond paper, coming out of the finishing rolls of the paper machine.

Until you have seen Tokyo Bond itself—until you have looked into its possibilities by actually *trying* it, you won't realize the new fields of uses and profits open to you—you

won't realize that bond paper can now be used not only for letterheads, certificates, announcements, folders, etc., but for booklets, art pictures, desk catalogs—any and every kind of printed matter.

When Tokyo is used in place of ordinary coated paper there is a saving in weight of stock and in postage, and a great gain in strength and durability. Tokyo is a strong, handsome, medium-priced paper—low priced enough for carload runs.

TEST THE NEW TOKYO BOND AT OUR EXPENSE

We will send direct from our mill, enough Tokyo Bond for 10M impressions, or more—any regular size up to 28x40—billing it through our local distributor.

You use this Tokyo Bond on your next bond paper job. Test it thoroughly and carefully.

If you do not consider the finished job the greatest piece of bond-paper printing you ever handled, write us your honest criticism, and we will at once refund the full price you paid for the Tokyo Bond.

If you wait for some special job to try Tokyo Bond on, you'll never get around to trying it. So get Tokyo into the shop *now*, and use it on your *very next job*.

Write today for new free book, "The Discovery of Tokyo Bond", printed in multi-colored, pictorial halftones on Tokyo Bond. Don't put it off and forget, but write *now*.

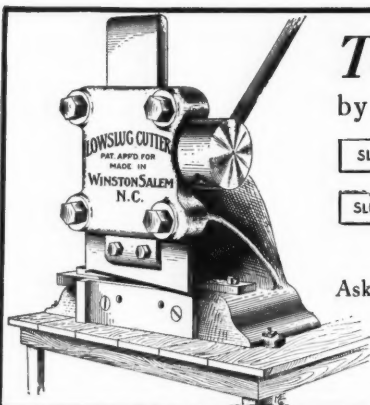
CROCKER-McELWAIN COMPANY, 104 CABOT ST., HOLYOKE, MASS.

TOKYO BOND

LOOK FOR THIS



WATER MARK



This Machine Saves Your Money

by saving the time of your make-up man and pressman.

SLUG BEFORE CUTTING

SLUG BEFORE CUTTING

SLUG AFTER CUTTING

SLUG AFTER CUTTING

It cuts your slugs so that it is impossible for them to blur the page.

INSTALLED FOR TEN DAYS FREE

Ask for full particulars about this money-saving machine and the free trial offer.

Lowslug Machine Co., Winston-Salem, N. C.

Orders May Be Sent Through Any Typefoundry



"Same Old Story: They Are Going Some"

953 Wing-Horton Mailers

were sold in 1911.

They were all sold subject to approval, but not a Mailer was returned.

They are carried in stock at printers' supply houses throughout the United States and Canada.

Full particulars supplied on request to any agency, or

CHAUNCEY WING, Mfr., Greenfield, Mass.

The Mechanical Chalk Relief Overlay

and

Good Half-Tone Printing

One Suggests the Other

License to manufacture and use the overlay granted to employing printers. *Write for samples, etc., to*

WATZELHAN & SPEYER

183 William Street, New York

THE FIRE OF KNOWLEDGE

By A. HENRY

Old Bill Jorkins, down on his knees, lightin' the fire gone out 'fore the freeze. Lookin' at Bill 'most made me expire—such a fool way to go lightin' a fire. Bill piled on the coals and put wood on the top, stuffed in old paper that lay round the shop, lit up the surface—it blazed for a while, and Bill, lookin' round with a satisfied smile, says, "Now we'll warm up and be happy and cozy"; but when he looked back things weren't so rosy, for the blaze on the top went out in a smudge and Bill gave it up, sat down and said "Fudge." The moral is simple: Bill didn't know how, but went buckin' around like a dodgasted cow. An' that is the way with all education, folks think the right dope is a question of station, and must come to the masses from some big high-brow, when we common workers just as freely allow the school and the scholar are needed 'tis true, but instruction leaks into the beans of but few, when the time's taken up with isms and sich goin' over kids' heads from too strong a pitch. The fire for knowledge, the glow of belief, must come from the heart; you must start underneath. The mass of the people if warmed by desire for learning we know show the way to acquire an earnest and docile array of young souls, not cold at the bottom like Bill and his coals.

Dinse, Page & Company

**Electrotypes
Nickeltypes
AND
Stereotypes**

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CHICAGO, ILLINOIS**

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Here is a DANDY Light, Durable TRUCK

which is adaptable for use in any print-shop. Is your truck equipment sufficient and fully satisfactory for the economical handling of your product? If not, write us about your needs.

The George P. Clark Co.

"Pioneer Truck and Caster Manufacturers"

Windsor Locks, Conn.

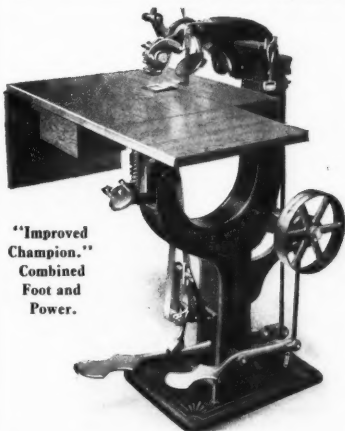
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HOOLE MACHINE & ENGRAVING WORKS

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"Improved
Champion."
Combined
Foot and
Power.

"HOOLE"
Paging
and
Numbering
Machine

*Three Styles — Foot, Steam and Electric Power.
Fastest, Simplest and Lightest Running Machine
of its kind.*

**END NAME, NUMBERING, PAGING AND
BOOKBINDERS' MACHINERY AND FINISHING
TOOLS OF ALL KINDS.**



BONDS

look like all steel engraved securities when prepared with the use of

"K. B." BLANKS

The only line of steel engraved blanks on the market. Do not confound them with cheap lithographed blanks.

KIHN BROTHERS, Bank Note Engravers
99-103 Beekman Street, New York

Sweep 'Em Out



Take the broom to a lot of those cobwebby old traditions about envelope buying. It's costing you good money every day to cling to the belief that your only use for this big envelope factory is on your "special" work and orders for odd styles and sizes.

Western States Service Saves You 10 to 25% on Every Staple or Regular Envelope You Buy!

Realize it! Act on it! Get yourself in touch with us before another day goes by. Don't let your fellow printers nab all these economies and advantages while you sit back and only think of us when you have some special sized lot to turn out. Write us today.

Western States Envelope Co.

Independent Manufacturers of Guaranteed "Sure Stick" Envelopes for Printers and Lithographers.

311-313 EAST WATER STREET Milwaukee



Expert Advice on the Electric Drive of Printing-Plants

THE Westinghouse Company supplies complete electrical equipment for printing-plants and will aid in investigating the economies to be obtained from its use in any plant.

Full information on request.

Westinghouse Electric & Mfg. Co.
East Pittsburgh, Pa.



The PAPER CABINET



ATTACHED to No. 2 PRESS

A NEW CONVENIENCE for the Potter Proof Press

A PAPER CABINET which carries the proof paper protected from dirt and drafts, and in position for the easiest and quickest handling—a device to save many motions of the operator and to save his time—holds two sizes and four kinds of paper—has a place for ink and rags, ink-spade and wrenches.

A. F. WANNER & CO., Manufacturers, 431 So. Dearborn St., CHICAGO

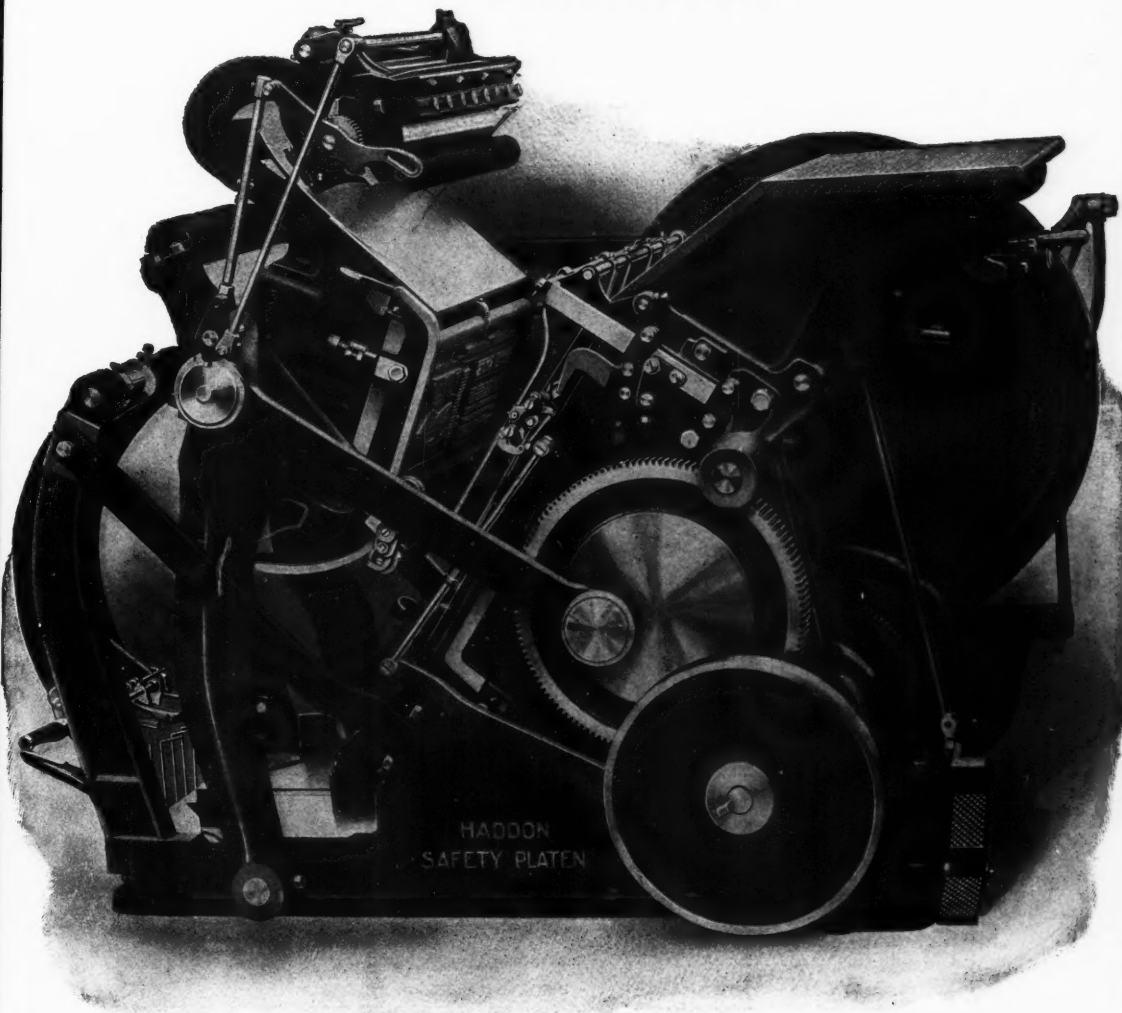
CAN BE ATTACHED to any No. 2 or No. 2 Special Potter Proof Press. Supporting bracket and screws go with it, also inkspade.

This paper cabinet provides a place for everything, which is the strongest possible inducement to keep everything in its place.

Price complete, \$17.50. Order to-day.

THE GREYHOUND

of the PRESSROOM

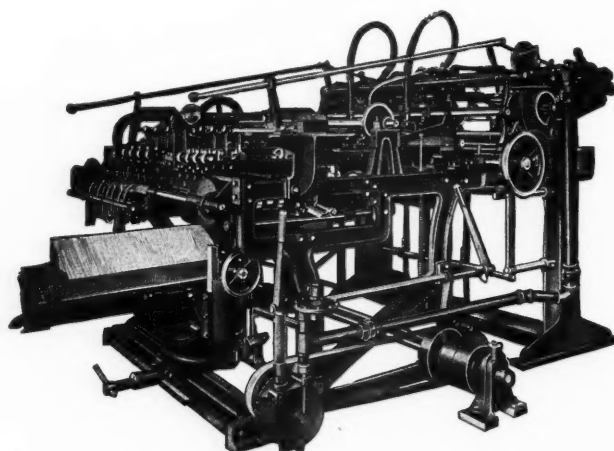


2,500-3,000 demy folio sheets (17½ in.x 11¼ in.) per hour.
Complete gripper control. Removable make-ready plate.
Treadle impression throw-off. Steel chases with movable
bars. Production is constantly under the eye of the
feeder. Front delivery. Sheet delivered printed side up.

Sole Makers: JOHN HADDON & CO.,
Salisbury Square, Fleet Street, London, E. C.

Sole American Agent, H. HINZE, Tribune Bldg., New York

THE CHAMBERS Paper Folding Machines



No. 440 Drop-Roll Jobber has range from 35 x 48 to 14 x 21 inches.

Delivers five different styles of fold. Has gear-driven head perforators.
Equipped with combing-wheel automatic feeder or with hand-feed table.

CHAMBERS BROTHERS CO.

Fifty-second and Media Streets, Philadelphia, Pa.

Chicago Office: 524 West Jackson Boulevard

MILLER & RICHARD, Canadian Agents, 7 Jordan Street, Toronto.

Non-Curling Gummed Papers

IMPORTED AND DOMESTIC

Distinctive and special brands for all and every conceivable purpose. **C.** We produce high-grade gummed papers especially adaptable for lithographing as well as medium and cheaper grades for ordinary label printing.

Send for our Sample-book

Samuel Jones & Co.

WAVERLY PARK, N. J. Established in England in 1830

Eagle Printing Ink Co.

24 CLIFF STREET, NEW YORK

Manufacturers of

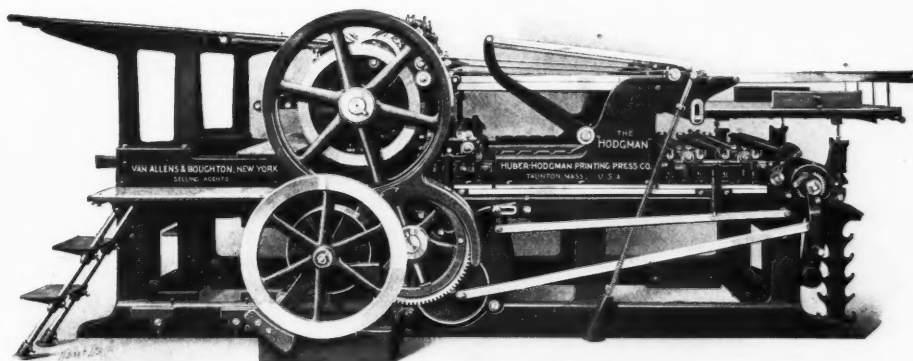
Printing & Lithographic Inks

Western Branch: 705 South Dearborn Street, Chicago

BLACKSTONE BLACK—The Acme of Density.
For Fine Half-tone Printing. A Free
Flowing, Fast Drying Black.

ORIGINATORS OF "WET-PRINTING" INKS

THE Hodgman,



EVERY industrial man knows that manufacturing economy is the real source of profit these days. Minimum operating cost with maximum efficiency per operative, per machine, is the basis of industrial supremacy to-day.

The dominant note of successful competition in the printing business is sounded in the productive efficiency of your plant and a minimum maintenance outlay.

You get every unit of power from THE Hodgman, at much less cost than from any other press on the market, and the prolonged life of the machine, with the economy in rollers and other features, is a big saving which cuts a large item from the expense column year after year.

The Huber-Hodgman Printing Press Co.

Represented direct by
H. W. THORNTON, Chicago, Illinois
P. LAWRENCE P. M. CO., LTD., London, England
DR. OTTO C. STRECKER, Darmstadt, Germany
S. COOKE PROPRIETARY, LTD., Melbourne, Australia

Metropolitan Life Building

Factory: Taunton, Mass.

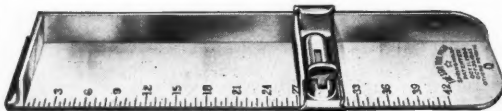
NEW YORK

You Can't Get Away From It!

When once you get your
hands gripped around

The Star Composing Stick

you will never let go. The
STAR STICK answers the call



THE STAR COMPOSING STICK

in point of coming up to all requirements is without a competi-
tor — possessing features not found in any other stick.

Our German-Silver Stick

is a beauty and is made to fill the requirements of coast territory ;
will not rust or corrode. Star sticks are made in all popular
sizes, both in Nickel-plated Steel and German Silver.

ASK FOR PARTICULARS

FOR SALE BY TYPEFOUNDERS AND DEALERS IN ALL LARGE CITIES

The Star Tool Mfg. Company

"Tools of Quality for Particular Printers"

Springfield, Ohio, U. S. A.

Canadian Agents, Toronto Type Foundry Co., Ltd.

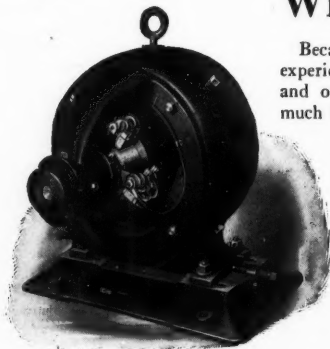
Peerless Motors

are provided with every feature of proven
advantage—therefore, when you buy a
"PEERLESS" you are installing a motor
of proved value.

Why Best?

Because they represent the
experience of many years,
and our experience means
much to the printer who is
on the market for
an economical
operating system
of power.

Tell us what
presses you con-
template equip-
ping and we will
advise you by re-
turn mail what it
will cost you.



Ask for our illustrated catalogue, plans of selling, prices, etc.

On ANY POWER PROBLEM write:

The Peerless Electric Co.

Factory and General Office: Warren, Ohio

Sales Agencies:

CHICAGO, 1536 Monadnock Bldg. NEW YORK, 43 West 27th Street
And All Principal Cities

YOU NEVER HAD A PAPER REQUIREMENT

THAT WOULD NOT WARRANT CONSIDERATION OF OUR PRICES

Right here, at Fifth Avenue and Polk Street, is an assortment of paper mer-
chandise of sufficient variety to meet every need, at prices that mean increased
profits for you.

You could not ask for a better opportunity to prove this statement than the job
you are figuring on now.

If it is a mill run, quick delivery and minimum prices are the chief require-
ments: we can give you both. If we have it in stock, we will ship the same day
order is received. You will get the same quality, uniform texture and color each
time you order—that is guaranteed.

We want an opportunity to render you some definite service to-day.

CHICAGO PAPER CO.,

Chicago, Ill.

THE PASSING of "RULE of THUMB" METHODS

In every line, among progressive concerns, "rule-of-thumb" methods of doing business are passing away. Competition is too keen and profits too small to allow unnecessary manufacturing or selling costs.

Progressive printing-plants are now equipped not only with the most up-to-date presses, but with many other devices to increase efficiency and decrease overhead expense.

Yet with all the thought bestowed on the volume and quality of their output, how many printers give real attention to the purchase of that most necessary commodity — their paper?

It is safe to say that not over 25 per cent of all the printers in the country test the papers they buy with the idea of determining which are really the best values to handle, without regard to trade names or water-marks.

It is undeniably a fact that this 25 per cent represents those of the trade, who really make money, whose product has a reputation for quality.

Doesn't it stand to reason that the man giving every detail of his business close attention will succeed, where another who is lax in his methods, will fail?

There is absolutely no standard of quality governing the selling prices of paper to the printer. No. 1 Rag, No. 1 Wood, No. 1 Manila, No. 1 Fiber, etc., mean nothing. One mill's No. 1 Rag may be the same as another's No. 2 Rag, and vice versa.

The majority of writing-paper, whether made of rag or wood, is sold under private water-marks, and there is no standard of comparison to guide the printer unless he actually tests various papers. This is the only way he can determine the true quality of the paper, and is the method he should adopt when making his purchases.

One printer saved more than the price of his tester on one order of paper. He always had an idea that a certain paper could be substituted for the one he was furnishing on a large account. Not being *sure* the qualities were the same, however, he never felt willing to risk the change. The last time the order came up he had an Ashcroft Paper Tester, and on testing out the samples found both papers of equal strength, as well as practically the same in finish, color, etc.

By the substitution he saved 1 cent per pound on 2,500 pounds and gave his customer just as good a paper as usual. There is but one way to correctly compare samples of paper and that is by mechanical test. The Ashcroft Paper Tester and Ashcroft Thickness Gauge are superseding the "rule of thumb" in progressive plants. If your office is not equipped with these instruments, put them in, and follow the lead of progressive printers all over the country.

The Ashcroft Mfg. Co.

85-89 LIBERTY ST. NEW YORK CITY

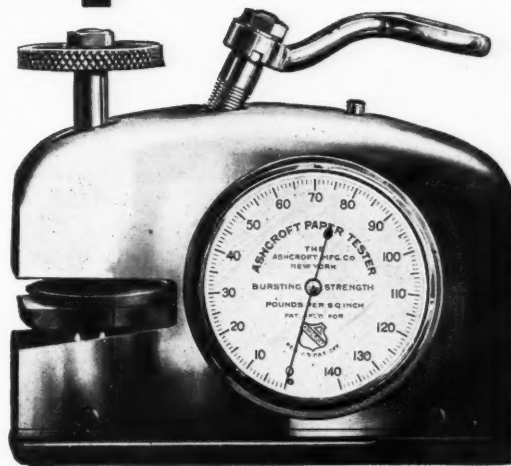
Canadian Sales Agent

G. B. LEGGE, 156 YONGE STREET, TORONTO, ONT.

Sales Agent for Great Britain

H. B. LEGGE & CO. 81 CANNON STREET, LONDON

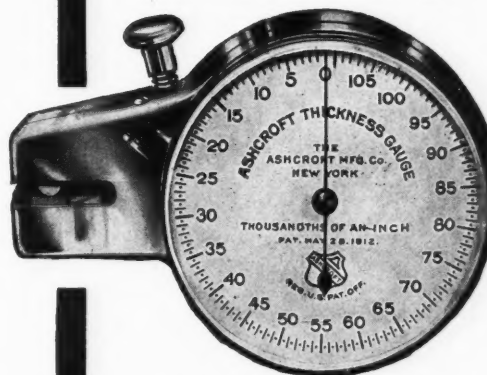
The Ashcroft Paper Tester



Price \$20.00. Calf Skin Case,
\$1.00 Extra

In Canada \$25.00. Calf Skin Case,
\$1.25 Extra

The Ashcroft Thickness Gauge



Price \$10.00. Calf Skin Case,
50c Extra

In Canada \$12.00. Calf Skin Case,
75c Extra

Inks that are used in every country where printing is done.

Kast & Ehinger
Germany

Manufacturing Agents for the United States,
Canada, Cuba, Mexico

Charles Hellmuth

Printing
and Lithographic

INKS

DRY COLORS, VARNISHES

**SPECIAL
OFF-SET INKS**

New York
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Chicago
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Rand-McNally Building

The World's
Standard
Three and
Four Color
Process Inks

Gold Ink
worthy of
the name

Originators
of Solvine

Bi-Tones
that work
clean to the
last sheet

Electrotypers Attention

*Hoyt's Perfect Impression
Lead*

The most satisfactory Impression Lead yet produced for the lead molding process. Carefully and scientifically made and packed by people WHO KNOW HOW.

ALL SIZES AND THICKNESSES

We carry a large stock in Chicago warehouse. Ask us about it. Also

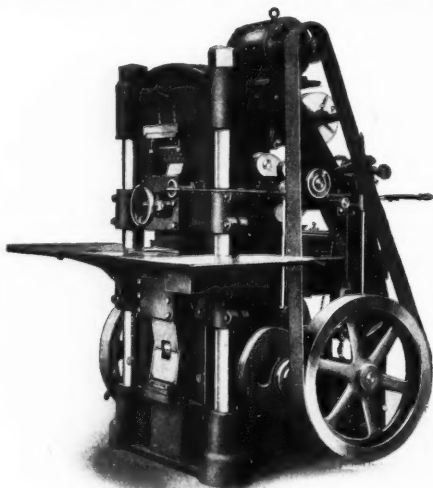
Hoyt's Superior Tint Plates

made to exact size and gauge. Ready for immediate use.

HOYT METAL CO.

ST. LOUIS. CHICAGO. NEW YORK.
Chicago Sales Office: 35 S. Dearborn St.

Carver Automatic Die and Plate Presses



Size 6 x 10 inches.

Are noted for their excellence and economy of production, durability of construction and pronounced by the users as the BEST.

Our Company controls the manufacture and sale of the Demery Apparatus for steelplate work.

Manufactured in the following sizes:

6 x 10 in. 4½ x 9 in.
3½ x 8 in. 2½ x 8 in.
2½ x 4 in.

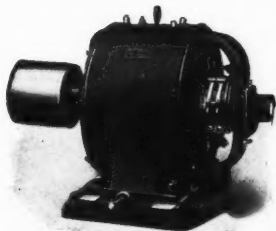
C. R. Carver Company

N. W. Cor. Twentieth and Clearfield Streets
PHILADELPHIA, PA.

CANADIAN AGENTS:
MILLER & RICHARD, Toronto and Winnipeg.

EXPORT AGENT, EXCEPT CANADA:
PARSONS TRADING CO., Sydney, Mexico City and New York.
SOUTHERN AGENTS: J. H. SCHROETER & BRO., Atlanta, Ga.

Triumph Motors



These motors, on account of their rugged construction and durability, are prime favorites with printers. For fifteen years we have specialized on the electrical equipment of printing-presses, and are consequently able to recommend the right motor for the right purpose at the right price, to the everlasting satisfaction of our customers.

Try us on your next order.

The Triumph Electric Co.
CINCINNATI, OHIO

A BOOK FORM BUSINESS CARD

carried in a leather case and detached as needed will appeal to your old customers and get new ones. To the trade we supply the blank scored cards for

Appearance of Our Neat Cards in Case



Peerless Patent Book Form Cards

and furnish a patent lever binder case, so you can print and bind them in your own shop. There is nothing that surpasses them, and your trade will appreciate it if you call their attention to the convenience and economy of using them.

Write for samples and our plan for supplying you. Write to-day.

The John B. Wiggins Company
Established 1887
Engravers, Plate Printers, Die Embossers
52-54 East Adams Street Chicago, Ill.

Printing Advertising and Publishing Allied Trades EXPOSITION

Including all kinds of Printing - Lithographing - Bookbinding Machinery & Supplies - Office Equipment - Advertising & Circulation Methods

Officially endorsed by the Printers' League of America, Ben Franklin Club of America, New York Master Printers' Association, Electrotypers' Board of Trade of New York, The Sample Card Manufacturers' Association, The Employing Electrotypers and Stereotypers' Association of New York, the International Association of Manufacturing Photoengravers and the Photoengravers' League of New York. Held coincident with the conventions of The American Newspaper Publishers' Association, Associated Press and Printers' League of America, and with the cooperation of the various advertising clubs and leagues.

CONCERNING CHOCOLATE ECLAIR BACKBONES

The manufacturer who says, "Go get someone else in my line — and then come to me," will NEVER loom big in affairs of his trade, because he doesn't *do his own thinking*. Being afraid to take the center of the stage, he is doomed for life "to sing in the chorus." The big rewards in merchandising have always fallen to the PIONEERS — the man who dares — the foot that makes its own tracks, instead of following in another's. We suppose that when Gabriel blows his trumpet members of the Timid Brotherhood will huddle together, sheeplike, and wait until SOMEBODY leads the way UP or DOWN. Let us hope that no practical joker starts a stampede in the wrong direction.

THE SHOW deserves your support, yes, we mean you, because it will strengthen, broaden and dignify a great industry. But it is not on sentimental grounds that we seek exhibitors. The SHOW was planned to make money for US and for YOU, and it WILL. ONLY a few hundred dollars is asked for an unusual amount of concentrated publicity — the attention of 25,000 interested Printers, Publishers and Advertising Men — that you can not obtain by ANY OTHER METHOD AT ANY PRICE. We expected prejudice. We foresaw opposition. We looked for distrust from the "oldest inhabitant" and the "veteran war-horse," who think that every NEW thing is a BAD thing, just because it doesn't conform to their ideas.

BUT — you can not advance one SOUND reason, one valid argument why YOU, as a manufacturer or selling agent, will not be benefited by displaying and demonstrating your line to 25,000 PRINTERS, PUBLISHERS AND ADVERTISING MEN THAT HAVE COME HERE EXPRESSLY TO INVESTIGATE AND BUY. Think it over — talk it over — sleep it over. We are confident of your decision.

THE SIZE OF SPACE AND THE SIGNS FOR SPACE

WHETHER your SHOW space is large or small doesn't count a tenth as much as whether you are represented in *some way*. The SHOW lasts a full week. EVERY person attending will see EVERY exhibit. They can't miss seeing YOUR display, any more than they can miss seeing the Palace itself. They will be so fascinated by the magnificence of the building, its decorations, booths and exhibits, that they will LINGER LONG while they are there. If you can not see your way clear to engage a large space, ENGAGE SOME SPACE. Be where the buyer will be. Be where your competitor will be. Be in the Atmosphere of ORDERS. *Fish where the fish gather.*

WILL THE PRINTER, PUBLISHER, ADVERTISING AND BUSINESS MAN ATTEND?

HE WILL, because 50,000 have already applied for or received tickets to the SHOW by mail. Thousands more will be supplied with tickets by exhibiting houses. Is it conceivable that any one interested, coming to New York, will neglect to visit the Palace when he can obtain a ticket WITHOUT COST, either by writing us for it or from houses he deals with? Would he use a theater ticket if you gave it to him? And, if he would attend a mere play for amusement's sake, how much more likely is he to attend the NATIONAL PRINTERS, PUBLISHERS, ADVERTISING MEN AND ALLIED TRADES' SHOW, teeming with DOLLARS AND CENTS interest to him, and bristling with ideas, novelties and helps, applicable to his own business. Never fear — THE PEOPLE YOU WANT WILL BE THERE, but that won't do you any good unless YOU'RE THERE WITH YOUR LINE. For space rates and other particulars, write to

HARRY A. COCHRANE, President, Fifth Avenue Building, Broadway and 23d Street, NEW YORK.

Phone: 724 Gramercy

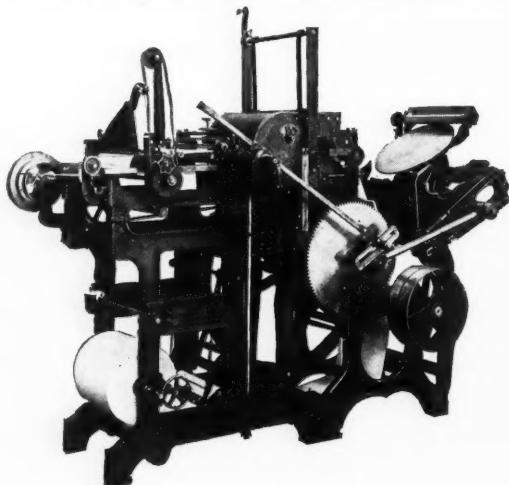
These Two Propositions Are Worth Investigating

Did you read our proposition in the February Inland Printer? Our accommodation plan is bound to be a winner to the printer who needs only the attachment, while the complete press answers the call of the printer needing a high-speed, thoroughly dependable and perfect printing Web Press.

NOTE THESE TWO PROPOSITIONS—THEN ACT

The Toledo Web Press

We stand back of every statement made regarding *character* and *quantity* of output, and we want the prospective buyer to *thoroughly investigate* our claims before buying any other press.



We guarantee to stand the test of comparison with any press on to-day's market.

SOME SPECIAL FEATURES:

It prints from the roll automatically, in one or two colors. Rewinds, cuts, slits, perforates, punches, numbers, counts and stacks, either or all at one operation.

Does perfect bronzing. Every objection to bronzework is eliminated by the TOLEDO WEB PRESS.

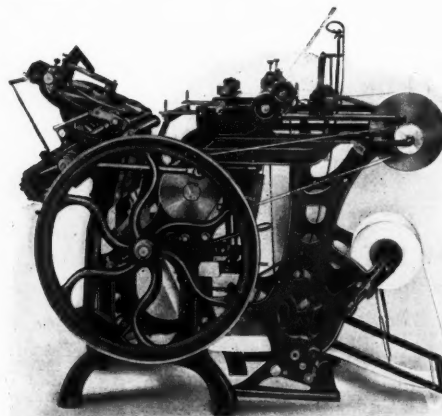
A specially made, extra heavy, CHANDLER & PRICE Gordon is the foundation unit.

Write for samples, representing actual product, prices, sizes and further information.

The Automatic Attachment

is sold to the printer without the Gordon press. It will fill the requirement long experienced by a great number of printers who have idle job presses that can be pressed into service by attaching our combination.

This Attachment provides an automatic feed, together with facilities (separate UNITS) for perforating, punching, slitting, cutting, stacking, rewinding, two-color, numbering, counting, etc.



Cut shows how to be applied. Sold with or without press.

A Gordon press, equipped with the Attachment and facilities, is instantly transformed into a perfecting press, capable of producing many times the *variety* and *quantity* of output at *minimum cost* of production.

TOLEDO WEB PRESS MANUFACTURING COMPANY

WANNER MACHINERY CO., 703 S. Dearborn St., Chicago, Selling Agents for Chicago Territory. When in Chicago call and see both machines in operation.

Toledo, Ohio



PRATT'S ANTI OFFSET

"REGISTERED IN U.S. PATENT OFFICE"

None Genuine Without This Label.

Will ship in any quantity—large or small. The price is right, and we guarantee the quality.

PRATT'S ANTI OFFSET COMPANY,

E. M. PRATT, President
1059 Willis Ave., E.,

Detroit, Michigan

Sold On a Guarantee

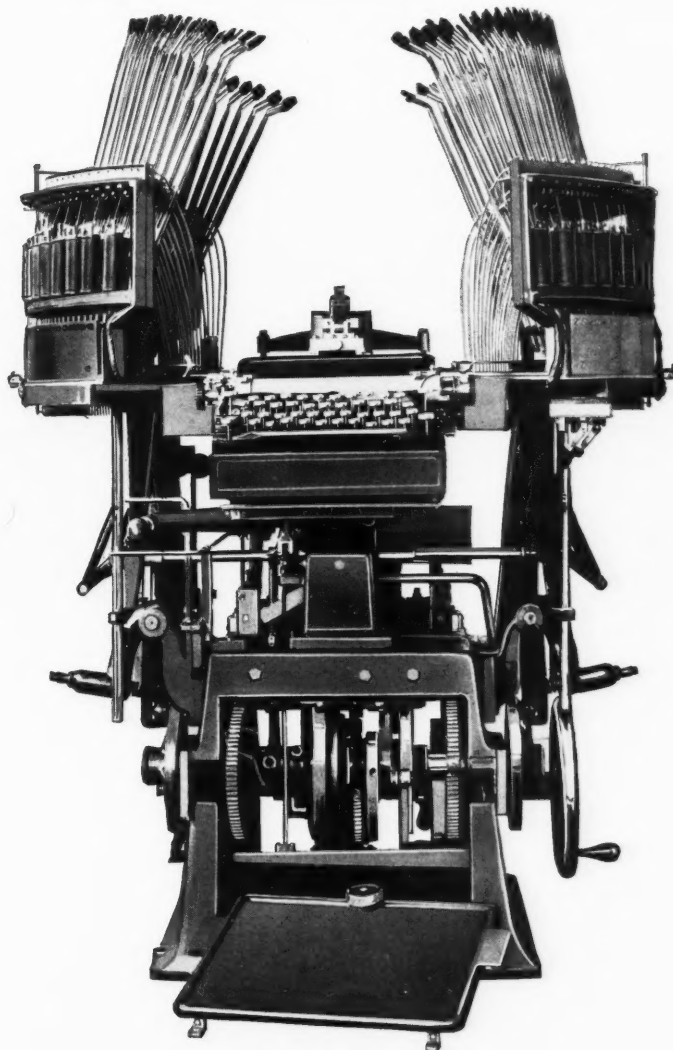
This scientifically prepared printing-ink reducer and drier combined supplies a printers' necessity long in demand, and will make the inks print. It is prepared by an old-time pressman—one who knows what a good "bracer" is to ink.

PRATT'S ANTI OFFSET

should be in the hands of every printer, and when once carefully used in accordance with directions the printshop will never be without it. This is not an experiment—is practical and economical.

The Rowotype Meets a Definite Demand

With a Rowotype the newspaper publisher can realize his position
alongside the great metropolitan dailies.

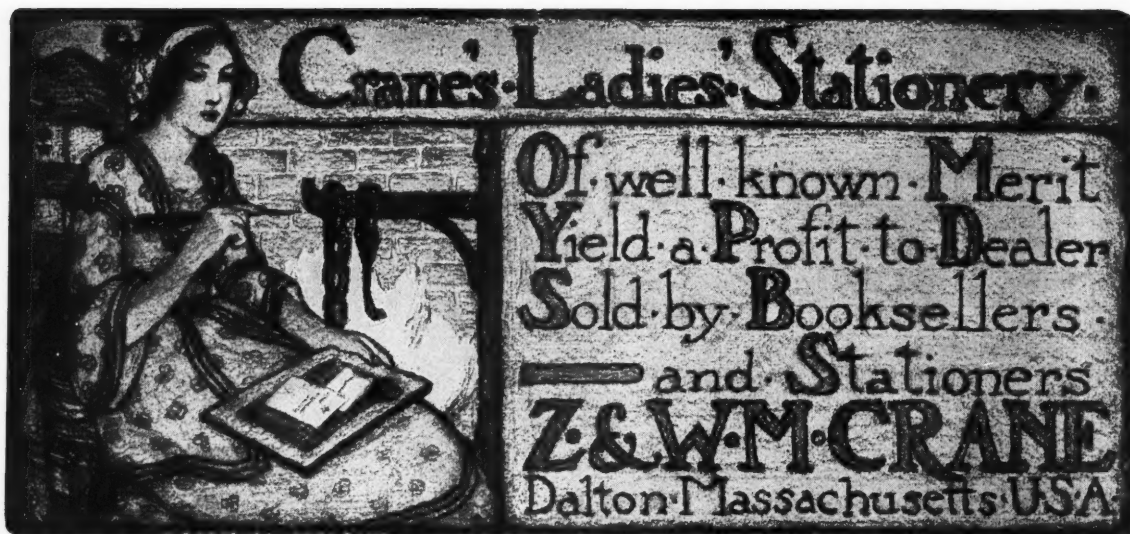


Front View, Open

The new linecasting machine you have heard so much about. Our catalog
tells what it will do. Get our selling plans and other particulars.

OGDEN ROWOTYPE COMPANY

RAND-McNALLY BLDG., CHICAGO



Our papers are supplied in fine wedding stationery, visiting cards, and other specialties by Eaton, Crane & Pike Co., Pittsfield, Mass., and 225 Fifth Avenue, New York, whose boxes containing our goods bear the word CRANE'S.

When Learning the Linotype, Learn it Thoroughly

If one is a linotype operator, he has before him the best opportunities in the wage-earners' world. That is why there are so many schools and so many anxious to learn the linotype in them.

The character of the school and the quality of the instruction are of vital importance to the student.

Indifferent trade education is a serious handicap, which may cripple a man's earning capacity for years and perhaps for life.

To get the right kind of a start is winning more than half the battle. The place to get that start is

The Inland Printer Technical School

It is the oldest and has graduated the greatest number of students, some of whom came from Great Britain and Australasia.

This is the school where mechanism is successfully taught.

Send for our booklet showing what some of our fourteen hundred-odd graduates have accomplished, and what they say about us and our methods.

INLAND PRINTER TECHNICAL SCHOOL

632 SOUTH SHERMAN STREET,

CHICAGO, ILL.



Sell Your Customer

Dennison's
TRADE MARK

**Standard All Rope
Shipping Tags**

HAND your customer a sample of
Dennison's all rope **Standard "P"**
Tags. Let him see what a fine writing
surface it has and how extremely difficult it is to tear. Show him the long rope
fibres that give the tag its remarkable strength and which insure safe deliveries

Dennison's
TRADE MARK

STANDARD ALL ROPE TAGS

mean satisfied customers. Progressive printers find it very profitable to carry a stock
of Dennison's all rope Standard "P" tags. There is an active demand for these
high grade Dennison Tags as the railroads are insisting upon shippers using
stronger shipping tags. Samples and prices on request

Dennison Manufacturing Co.

THE TAG MAKERS

BOSTON
26 Franklin Street

PHILADELPHIA
1007 Chestnut Street

NEW YORK
15 John Street

CHICAGO
62 E. Randolph Street

NEW YORK
Fifth Ave. & 26th Street

ST. LOUIS
905 Locust Street

Sales Offices in Thirty-three Leading Cities.

Have You Struggled With Acrobatic Gummed Paper?

The kind that turns somersaults during printing and handling? It is exhausting work, but there is a drastic cure.

Use Our Dead Flat Gummed Paper



Our gummed paper is made for all climates and building temperatures. Can be handled in wet as well as dry weather. Made in various colors and weights.

A sample-book showing the complete line mailed on request.

Ideal Coated Paper Co.
BROOKFIELD, MASS.

New York: 150 Nassau St.

Chicago: 452 Monadnock Bldg.

The Monitor System



of
Automatic Control
Absolutely Safeguards
the
Operator
the
Press and the **Motor**

The operation of presses equipped with Monitor Controllers is reduced to the utmost simplicity. There is no rheostat juggling to go through, *the fuses can not blow out*, the rheostat can not overheat.

The machines can be started only under the proper conditions, and a mere pressure of a button is sufficient.

Write for our new Press Control Bulletin No. 21

MonitorController
111 South Gay St., Baltimore
Company

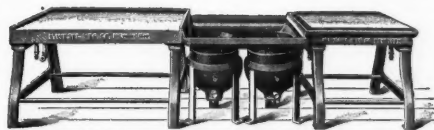
2123

Wire Stitchers Only!

NOTHING but wire stitchers is produced at the factory of the Boston Wire Stitcher Co. The best thought of expert stitcher men is devoted solely to the Boston, its betterment (if possible) and the invention and perfection of special machinery in this line. We now have "Multi-Bostons" for all purposes, flat and saddle, and can adapt these stitchers to your special requirements, using as many as ten heads, making ten stitches simultaneously, in a single frame. The No. 9 with semi-automatic feed and delivery will interest all periodical publishers. Write for details.

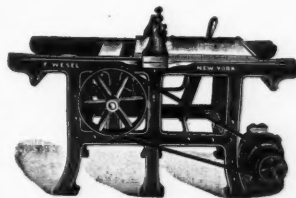
AMERICAN TYPE FOUNDERS CO.

WESEL ELECTROTYPE EQUIPMENT

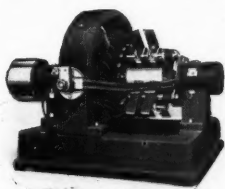


COMBINATION WAX APPARATUS
Gives Perfect Facility for Wax Case Making

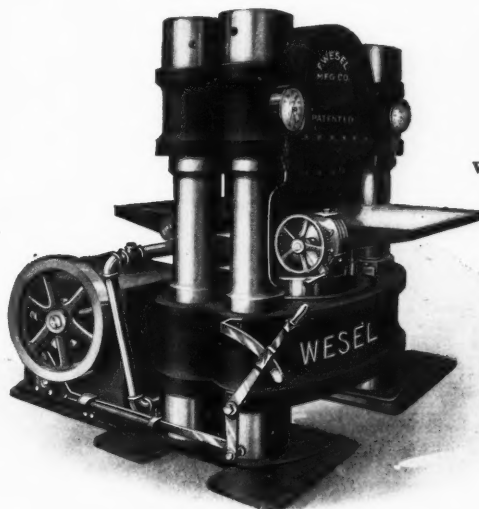
We Have Printed Matter that Answers the Question "What Will It Do?" More Fully About Each of These Machines, and Others



WAX SHAVING MACHINE
Gives Smooth Case of Uniform Depth



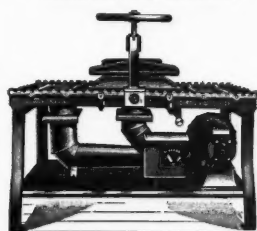
DYNAMOS FOR DEPOSITING
Those We Sell Give Greatest Efficiency and Economy



2,000-TON LEAD PRESS
Gives the Service Necessary for Perfect Color-Plate Duplication



DEPOSITING TANKS
Wesel Tanks Are Most Durable Made



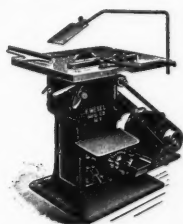
BACKING PAN STANDS
Save Time and Insure Good Work



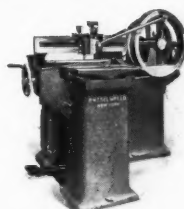
WESEL FURNACES
Burn Gas or Coal Economically



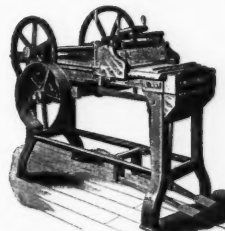
PAN CLEANING MACHINE
Saves Labor and Improves Product



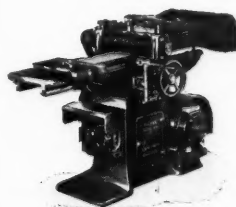
WESEL SAW TABLE
Saws Accurately Under Severe Usage



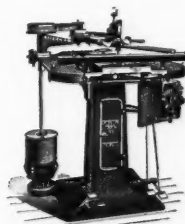
ROUGHING MACHINE
Roughs Plates True at Highest Speed Possible



POWER SHAVER
Clean Cut with Rapid Return



TYPE-HIGH MACHINE
Produces Uniform Accuracy



WESEL ROUTER
Cuts with Precision

OUR EXHIBIT

at the National Exposition in New York in April Will Be of Especial Interest to Electrotypers. We Will Send Tickets to Any Electrotypers Asking for Them

F. WESEL MANUFACTURING COMPANY

Printers' and Platemakers' Equipment

Main Office and Works, 70-80 CRANBERRY ST., BROOKLYN, N. Y.

NEW YORK, 10 SPRUCE STREET

CHICAGO, 431 SOUTH DEARBORN STREET



Cartoons by Henry Carpenter, Jr., apprentice with the Republican Publishing Company, Hamilton, Ohio.

Printers I Have Met

By A. HENRY

There was old Ben Burlap who waddled about
Setting posters, for Ben was burly and stout,
Slow-speaking, but setting just corking display
In posters, a matter of pride in his day.

Old Ben liked his beer, and it sagged in his hide,
So one summer morning he faded and died.
I think of old Ben, and his red face I see,
Because — well, old Ben acted kindly to me.

There was K. C. Brown-Jones, he hailed from the East,
A high-brow was Jonesey and culture's high priest.
And many a tip on the value of knowledge
I got from old Jonesey. He's now boss of a college.

Florian Fillmore worked 'longside of Jones,
And bothered him some by requests for small loans,
For Florry was sporty and keen on the girls —
Perfumed and diked out with diamonds and pearls.

Yes, Florry was strong on deportment and style,
And he'd give me a takin' down onet in a while.
I remember he says, "Now, take this from me,
It pays to be *genteel*, whatever you be."

Well, Florry went West and there struck it rich —
Not in printing, but some irrigation plan, which
Banked him up with the seads. He sent some to endow
Jonesey's college, and that was plumb fine, I allow.

Goodman Golightly, why when I think of him
I laugh till my eyes fill with tears and go dim.
For Goody was filled with ambition to save
The souls of all sinners, and solemn and grave.

He says to me one day, "Ah, why don't you reform.
Don't you know, after all, you are naught but a worm."
"No, I ain't," I says back, so mad I could bust,
"Oh, yes, but you are — a worm of the dust."

So thinkin' of Goody across all these years,
How he called me a worm, my eyes fill with tears,
For the joke tickles yet — though poor Goody is dead;
"One of God's Heroes," the death notice said.

Bill Kickham I meet every day in the year,
He's foreman — a foreman with nary a peer.
He doesn't throw off on the men or the boss,
He's IT all the time — a stalwart old hoss.

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The big, unwieldy atlas is difficult to handle and is ordinarily kept in an out-of-the-way place. To "look it up" is usually a time and money consumer. As a consequence Mr. Proofreader or Mr. Compositor does not verify the doubtful name or statement and a blunder is printed.

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This volume of much information in little space is attractive in appearance.

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¶ This Course does not pretend to make compositors, but it can help old or young, competent or incompetent.

¶ The distinctive feature of the Course is that students are first drilled in the cardinal principles underlying typography and then are required to apply those principles to commercial work of all descriptions.

¶ The Course is endowed by the International Typographical Union, and is sold below cost—\$23 for cash or \$25 if taken on the instalment plan of \$2 down and \$1 a week till paid.

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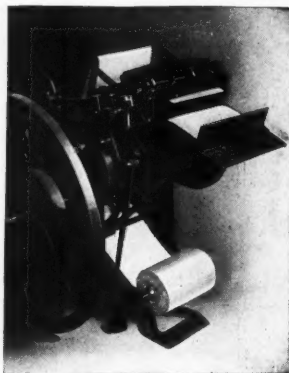
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The Attachment is fastened to the feed-board of the press, and is operated by a connection to the draw-bar or side-arm of the press.

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De Boise Bresnan Co. 23 Park Row, New York

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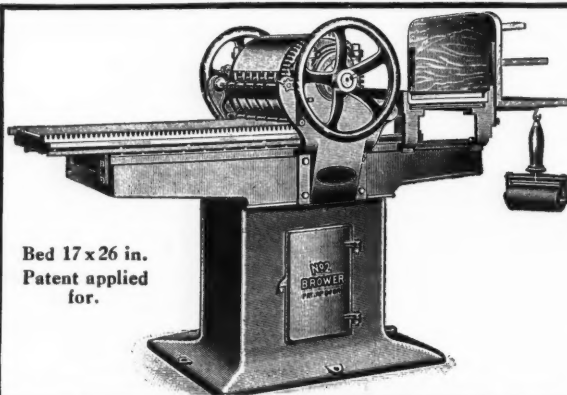
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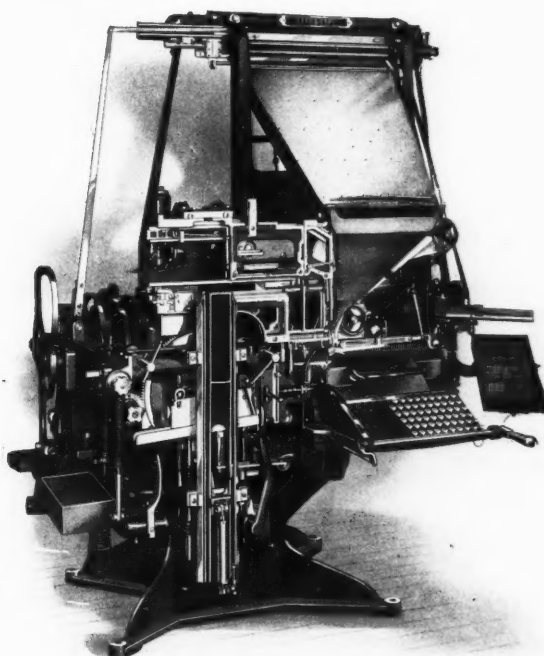
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Will You Be There?

¶ The Inland Printer extends a cordial invitation to all who attend the National Printing, Publishing and Advertising Exhibit, to be held in New York city, April 19 to 26, to visit its exhibit at Booth No. 47, where will be provided a number of unusual and valuable features of importance to those interested in the Printing Industry.

A Few of the Exhibits to Be Found at Our Booth

¶ We will have on display a complete exhibit of all books published or controlled by The Inland Printer Company, affording the visitor an opportunity to examine a vast collection of technical literature for the engraver, lithographer, electrotypist and advertiser. This department will be in charge of Mr. L. M. Sloman, our New York representative.

¶ Another valuable exhibit, an industry fostered by The Inland Printer, and which has proved to be a great benefit and success to the Printing Trade, is the I. T. U. Course of Instruction in Printing. It was one of the features of the American display at the International Congress of Art in Relation to Industries at Dresden, last year, held under the authority of the German Government. The Employing Printers' Associations and the Trade Press Associations have asked to have it explained, and some of the larger unions and Employers' Associations require apprentices to take it up before the completion of their apprenticeship. The interest manifested by the publishers and employing printers prompts our exhibit at great expense at the New York Exposition of this most interesting and valuable Course, in charge of Mr. F. J. Trezise, Chief Instructor.

¶ An exhibit of the work of its students, together with the methods employed in the instruction, will be an interesting

GRAND CENTRAL PALACE, NEW YORK
Where the National Printing, Publishing and Advertising Exposition will be held.

feature. This Course in printing, a supplementary educational movement designed to furnish to printers and apprentices that information which is necessary to the successful craftsman, but which is not available in the ordinary apprenticeship, is now being followed by some 3,800 students in all parts of the world, and the exhibit will consist of a demonstration of the successful results achieved by these students in the application of the principles of design, which underlie all good typography.

THE INLAND PRINTER CO.

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That fades me out of sight,
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And sure they get there right.

*Far in Advance
of the Times*

A prominent subscriber of this publication, a large dealer in New York City, in a letter dated July 25, uses the following language:

"I have heard it said on several occasions that INLAND STATIONER—BUSINESS EQUIPMENT JOURNAL—was undoubtedly the best magazine, but that it was ahead of the times. That was some time ago. Now I believe that business men have reached the point where they appreciate a publication of that kind."

Prosperous dealers and subscribers demand "boiled down" reading matter, free from piffle, birthday announcements, etc. The text matter must be of interest, up to date, right to the point, else they will not read.

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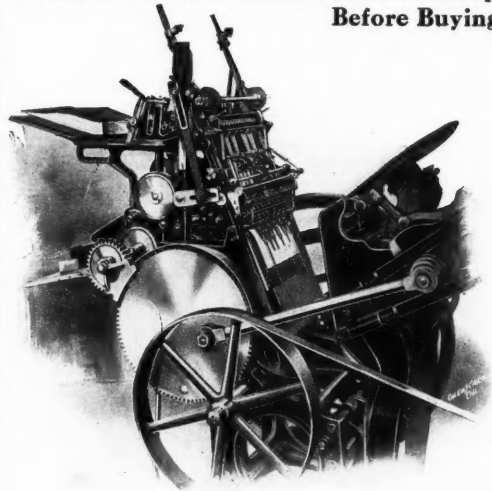
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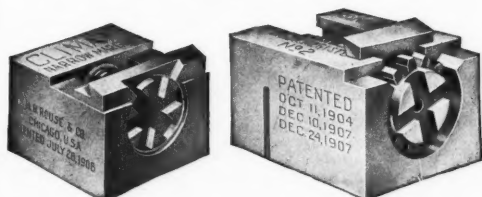
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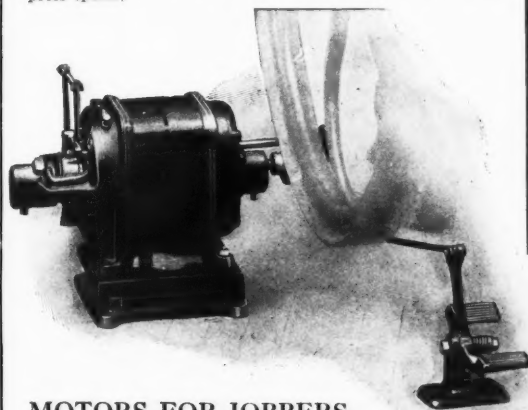
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A True Sport

By C. H. M.

They say the sparrow is a pest,
By traits and habits mean possessed,
But I admire him — say, don't you?
He's such a plucky chap, clear through.

Where he is, other birds, they say,
Can't hang around the bugs to slay,
But such a nerry cuss is he,
To their one bug he'll sure get three.

And while in spring it's sweet to hear
The robin's note so sweet and clear,
I want a friend in time of need
And this here bird gives me a lead.

The wee, brown sparrow chap, I mean,
Who never gets too starved and lean
To sit upon a frozen tree
And cheer the winter world for me.

When wild and icy north winds blow
And fill the world with sleet and snow,
He doesn't curl up on his tail
Or catch the evening South-bound Mail,

But puffs his little feathers out,
And shakes himself and struts about,
And chirps, "Old Pard, don't you get blue;
I'm in this game to stick with you."

"I've sat upon the lilac branch
And watched you in your one-room ranch
When you received the double-cross
And lost your standing with the boss.

"I know your friends in gaudy suits
Are basking where the orange fruits,
And that the girl you'd like to wed
Will choose a high-brow guy instead.

"I know that finer-feathered birds
Have flitted south in brilliant herds,
But here I am, I want to say,
For better or for worse, to stay."

Dear little hardy, drab-hued cuss,
You ask no courtesies of us;
You sing no gorgeous morning psalms,
But ask, on t'other hand, no alms.

Chased, driven, swallowed whole by cats,
Dislodged from roofs with coarse brickbats,
Your family to cold mankind
Owes nix of gratitude, I mind.

Yet out there in the wintry cold
You sit and chat, and laugh and scold,
And I admire you, yes, I do,
You're such a bully sport, clear through!

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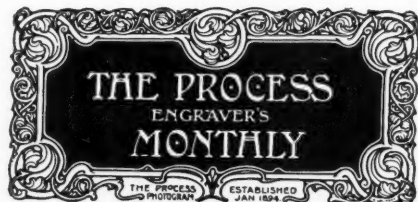
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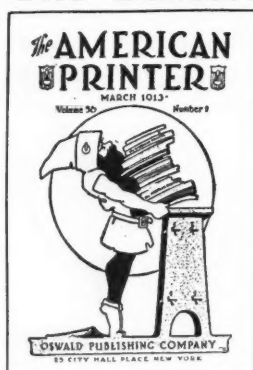
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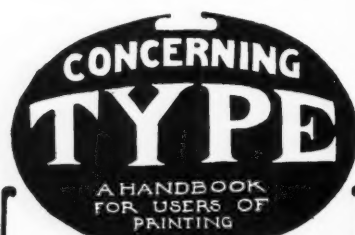


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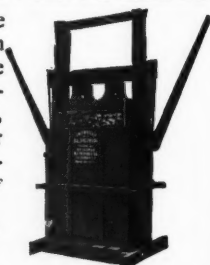
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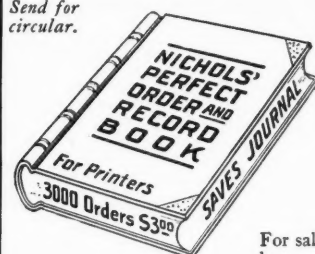
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